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ABSTRACT

This second revised edition of a guide to promoting and attracting users to a church library retains most of the material of the previous edition, adds new material, and updates the references. Guidelines are presented in six chapters: (1) "Promoting Library Use" (stages of promotion, ways of attracting the attention and interest of prospective users, and how to involve members of the congregation in library activities); (2) "Publicizing the Library" (suggestions for ways to "sell" the library to potential users, such as informing the church community of what the library has and what it can do for them, with emphasis on special services, milestones, and future plans); (3) "Reaching People and Programs" (the roles of the clergyman, the librarian, and the library staff, and various activities for users such as book reviews, discussions, and clubs); (4) "Sponsoring Special Events" (various activities that the library can sponsor to publicize its services, create good will, and even earn money for books and supplies, including open houses, tours, teas, story hours, book fairs, library week contests, programs and meetings, and fund-raising endeavors); (5) "Creating and Reporting News" (the kinds of events that make news and how to announce such events in the parish and/or local newspapers); and (6) "Posters, Bulletin Boards, and Displays," (detailed guidelines for planning, designing, and arranging visual publicity materials). Each chapter includes a list of references, and a resource guide lists readings on background; book reviewing; posters, bulletin boards and displays; and storytelling. Also listed are relevant periodicals and sources for library materials. An index concludes the guide. (BBM)

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CSLA Guide No. 12

Second Revised Edition

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Getting The Books Off The Shelves

Making the Most of Your Congregation's Library

Ruth S. Smith

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The organization issues publications relating to this branch of librarianship, including *Church and Synagogue Libraries*, a bi-monthly bulletin containing news and informative articles for members and subscribers.

Membership in the non-profit association is open to all who are interested in church or synagogue libraries. Provision is made for membership in the name of an individual, church or synagogue, or institution. There are also affiliated, contributing, and honorary membership categories.

For a brochure with further information, and a sample copy of the official bulletin, write CSLA at Post Office Box 19357, Portland, OR 97219.

Getting The Books Off The Shelves

Making the Most of Your Congregation's Library

Ruth S. Smith

CSLA Guide No. 12

Second Revised Edition

Church and Synagogue Library Association
P.O. Box 19357, Portland, Oregon 97219

ABOUT THE AUTHOR

Ruth S. Smith is a founder of the Church Library Council (Washington, D.C. area) and first president of the Church and Synagogue Library Association. A founder and first librarian of the library at the Bethesda (MD) United Methodist Church, she has long been associated with the library as chairman of the library committee or consultant. For many years she served as publications chairman of CSLA and has been honored with a life membership in the association. She is author of several CSLA guides: #1, *Setting Up a Library*, #2, *Promotion Planning Year 'Round*, #3, *Workshop Planning*, and #5, *Cataloging Made Easy*.

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PREFACE

As a junior librarian in the Detroit Public Library, one of my "fun" activities was to take a traveling collection of books to a university building across the street. With poster and props, I would set up a display and circulate books to students attending evening classes.

Years later as a volunteer church librarian in the Bethesda (MD) United Methodist Church Library, I found it exciting to be able to plan and carry out a variety of promotional schemes. With the able assistance of Ralph E. Wilbur, a talented and imaginative director of Christian education, many of these were quite successful. Then, as a leader in church library workshops and conferences, I shared ideas and received many new ones from others.

Over a period of years, material about making books and libraries attractive to potential readers was gathered from the above sources, from two college courses in advertising, from reading books and journal articles, observing the promotional techniques of others and corresponding with various librarians around the country.

This second revised edition retains most of the material of the previous edition, adds new material, and updates the references. Photographs of the "sleep in" for young people on page 26 were contributed by Claudia Hannaford, St. Michaels in the Hills Episcopal Church, Toledo, Oh.

Photographs on pages 10, 22, 23, and 29 were contributed by Thomas Wolf, Bethesda United Methodist Church, Bethesda, MD.

My gratitude and deep appreciation to the many friends of libraries who have shared their experiences so generously and to members of the Church and Synagogue Library Association for their helpful suggestions.

— R. S. S.

1. PROMOTING LIBRARY USE

"How do you get people to use the library? Or, use it more than they do?"

Take a good look at your library. Is it really a "worthy" product? Something the people want and need?

Advertising cannot do much to promote a library that is not a useful service. Most people are not interested in old study texts or discards from someone's attic. Furthermore, people are creatures of habit and are not inclined to go out of their way, unless the pull is strong or the way is easy.

Worthy Collection. A library that is truly a ministry in the life and work of the congregation offers reading and other materials that fill the needs of the prople, whether it be for information or for inspiration. A collection of good books and other materials that are current, authoritative, readable, and attractive is worthy of promotion. Make them readily accessible, in one convenient place, well displayed, easy to borrow and use.

Attractive Location. The best location is on the main floor, near a main entrance or the busiest crossroad. The room is bright and airy, easy to enter and easy to use. It is attractive and inviting.

The Temple Library of the Washington (DC) Hebrew Congregation enjoys an excellent location within the building. As one enters the synagogue, the library-lounge is directly across the central lobby. It is well lighted by a large picture window and attractive reading lamps.

A Baptist pastor in Vancouver (WA) recognized the importance of a good location. He reports:

> "I pastored a church that had a large, well-lighted, carpeted library with very adequate shelving and study space, but it was in a far-off corner of the church basement, away from the normal flow of traffic. The library was very little used! In time, the library was moved to a small room, one-fifth in size to the former space, but the room was centrally located. Use of the library increased considerably despite the rather crowded conditions and the limited volumes readily accessible. From time to time some popular books were moved to the church foyer where people could more easily see and check out desired materials."[1]

Personal Service. A pleasant, helpful, and knowledgeable staff encourages use of the library. They are able to recommend specific books or other materials to satisfy the requirements of teachers and other leaders in the congregation, to minister to the individuals in need of spiritual upliftment, and to share enthusiastically their own reading favorites.

> "We have had requests for information on the ten plagues, the location of Mt. Hermon, where in the gospels can be found teaching on the Lord's prayer, what a wedding was like 2000 years ago, information on the Chaldeans, and many others," says the librarian of Burlingame Baptist Church in Portland, Oregon. "Our patrons were pleased with our swift and friendly service."[2]

STAGES OF PROMOTION

When the library first opens its door for service, or during its blossoming growth, promotion will have a different thrust from that needed after the library is a well established part of the life and work of the congregation.

The Opening Announcement. Tell people that the library is there and ready to be used. That is news. The opening announcement should be impressive — some "big splash." Choose a device or event that will be the talk of the congregation. Publicity that begins with a commanding blast makes successive advertising more effective with less effort. The first announcement

should draw recognition from leaders of the church and involve the congregation in a way that really arouses their interest in the library.

The Build-up. Much more can be told as the library grows and develops. You will be surprised to know that in spite of all your efforts, there are many people in the congregation who do not even know the library exists. You need to promote the library itself, its uses and its services — in many ways — over and over again.

Promotion is a matter of communication and the Library Committee can provide a flow of information to and from the congregation. This helps you know what resources the congregation needs and keeps library users informed of what you have. This stimulates library use.

If your collection is small, there are ways to supplement it. Make arrangements with the public library or another church library to borrow a group of books for an extended period of time. In turn, circulate the books to your congregation. Be sure each borrower knows you must return the books on time.

Ask for memorial gifts. Contact individuals or groups within the church. Point out the opportunity for giving memorials to the library. Suggest that books may be given to honor the living as well — teachers, leaders, grandparents, and others. Keep on hand a list of books wanted. Place an appropriate bookplate inside each book given.

> The library director at St. Andrew's Greek Orthdox Church (South Bend, IN) reported that a men's group in his congregation voted to honor each of their deceased members with a book for the church library. They proposed to honor the fifty members who died since the chapter was founded. The price of a book was equivalent to the price of a floral piece.[3]

When space is a problem, as it often is, look for space-saving ideas in other libraries or in bookstores. Try bulletin board doors to conceal the top two shelves of a standard size bookshelf and provide storage space in the library.

> When St. Andrew's Lutheran Church of Stockton, California, dedicated its new library some time ago, it introduced a unique built-in card catalog cabinet. A combination desk and catalog was built around standard card catalog drawers from a professional supply house. This saved space and eliminated the need for an extra table.[4]

Attract attention to the location of the library. Make sure people know where you are and what you have to offer. Install the brightest lights you can find and paint the walls a light color. Let people "stumble over" the library wherever they go in the building—either the books and other resources themselves or reminders of where they are available. Offer them something worthwhile. Then, help people form the library habit. The satisfied patron is certain to come back again himself and to tell others.

Set up traveling collections. Wheel a cart or place a table at a well-traveled corner of the building and do business from there during the busy hours. Take groups of books to classes and to other meetings.

Sponsor book fairs and story hours. Visit classes. Encourage teachers to send students to the library for answers to classroom questions. Share your own love of books with all who come in the door. Remember, enthusiasm is contagious.

Tell the story of the library, its successes and services, over and over again. Tell those who might not have heard it before of its beauty, value, and usefulness. Tell it in many different ways to keep the story fresh and new. Use some of the techniques in this book, and devise others of your own.

Maintaining the Image. When the library is well established and successful, use publicity as a reminder. Keep the library and its services in the mind of users and potential users. When people are thoroughly familiar with the story, a word or a phrase will quickly bring it back to mind. A poster says, "Use Your Library." An event takes place that is "sponsored by the library." An article in the parish paper announces or reviews new books available.

Visit shut-ins with books and recordings of worship services. Sponsor book discussion, study groups, and remedial reading clinics. Compile special curriculum resources and booklists for classes. Provide instructions in the use of audio-visuals and equipment, along with a projectionist if needed. Have a reader's advisory service to tailor guided reading to individual needs.

Maintain the image that the library is involved in a meaningful way in the life of the congregation. The library is alive, active, and attractive. Publicity at this stage can be slow and steady, but it must be continuous nonetheless.

ATTRACTING ATTENTION AND INTEREST

In order to advertise successfully, follow these basic principles:

attract attention . . .
arouse interest . . .
create a desire . . .
lead to action!

Attract Attention. Motion attracts attention. Try using leaves that dangle from strings, a rotating turntable for books, a living person dressed in costume, an object fastened with a lively spring or a mirror that reflects its viewer.

Simulated motion attracts attention, too. Use lines, colors, contrasts, and sounds. Try using converging lines, zig-zag lines, a pointing finger, or an arrow. Reds graduating to yellows in a corner-to-corner triangle are good. Bright colors are better than pastels. Sharp contrasts in colors are good: warm colors against cold ones, a splash of red on a pastel background.

Even such a simple thing as a book placed upside down, a bold black headline, or an action picture on a printed page can attract attention effectively. So can sound— chimes, music or voices.

Arouse Interest. Attention, once attracted, is easily lost again. Arouse interest to hold the attention. Use subjects that appeal to some personal emotion or desire, that have human interest, or give desired information.

"Self!" is a powerful attention holder. Information that applies or appeals to the individual usually hits home:

How YOU can improve YOUR spiritual life.
Understand YOUR adolescent.
YOU can be a better teacher.

Human interest topics have almost universal appeal. They concern sympathetic subjects such as children, pets, old people, young love, et cetera. If you can tie in any of these with the subject of books or library services, you are certain to arouse interest. A child's expression as he listens to a story hour, a shut-in being brought books from the library, or birds building a nest on the library windowsill.

Desired information is the who, what, when, where and sometimes why of a story in which the reader or viewer is already interested. Information about a scheduled speaker, where and when the book fair will be held, new books that are now in the library—this is information of interest to people who want to know about such things.

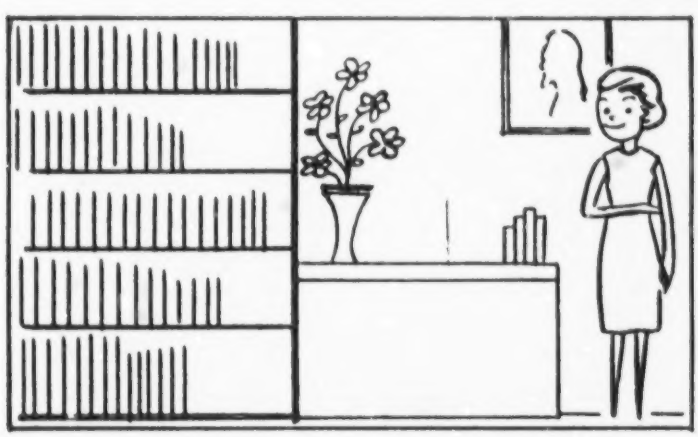
Create a Desire. When attention is attracted and interest is aroused, publicity should create a desire. This desire should lead people to use the library and support its programs.

You can help create a desire to read by pointing out how books will benefit people personally or promote interests they have close at heart: love, home, family, church, and friends. Emphasize books that develop good character, that help people be better parents, teachers, or individuals. Or try this approach: "This program is good family fun," or "Profits from the booksale will help the library buy new shelves for the children's corner."

Lead to Action. Once you create the desire, make it easy to follow through with action. Tell how to get it, in simple terms, and have it available. For example, when you advertise books for holiday reading, place them in an easily accessible display, well marked, where people run right into them. Even if the display is not in the library, you can still let people check out books on the spot.

TIMELY, TOPICAL, AND TRUTHFUL

Timely. Good publicity should be timely—something that is happening currently, has just happened, or is about to happen. A very important speaker is invited to the library dedication, new plans for the expanded education building will include a library, or the library receives an unusual gift.



Tie in with seasonal events and holidays. When the season or event is over, be sure to take down the book displays and remove all posters and announcements relating to it. Be prepared with new material before the current information becomes past history.

Topical. Publicity should be topical. Follow the programs and trends of the congregation. If there is an interest in a local community project, set up a display about it with related books from the library. If the members are talking about supporting a missionary, use that theme to publicize missionary books and foreign fields of interest.

All human interest stories are topical because they have universal appeal.

Truthful. Above all, publicity must be truthful. Do not say wonderful things about your library unless they are true. If your collection includes only a small number of the books recommended in the curriculum, do not tell the teachers that they can find everything they need in the library. Admit that the collection is small but that you're adding as much as you can each year. Invite them to use what you do have and to suggest new additions. Truthful reporting builds confidence. Confidence builds good will.

INVOLVING OTHERS

Ask others to help. Workers in the library learn what is available and help to promote its use. Enlist the aid of others in cataloging materials' ordering, mending and repair, taking care of clippings, pictures, music and plays, making publicity posters, caring for church history records, and visiting shut-ins.

Try asking the men's club representative on the Library Committee to take care of the audiovisuals in the library. Invite the prayer group representative to look after gifts and memorials. Enlist the youth council representative to help with book displays.

Senior citizens are good helpers, too. Many of them have time and skills to share. They can help staff the library when it is open for service. From their own reading they can suggest good books to take to shut-ins. They can paste pockets, affix labels, mount pictures, or do other tasks. Those who know how can make shelving for a special corner, look after the audio visual equipment, or read aloud to children for a story hour.

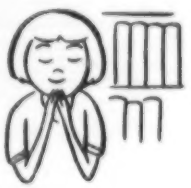
Housewives, youths, and children each can make a unique contribution. Mothers with small children often enjoy typing catalog cards at home. Youths help home visitors carry baskets of books, make colorful posters and book displays, or serve as projectionists for audiovisual resources. Children who love books can be taught to replace them on the shelves where they belong. Everyone of every age can tell another person about a book he has read.

The Peace Lutheran Church in Gahanna, Ohio (a suburb of Columbus) involved the children by going to the opening of the Sunday school and speaking to the children about the church library and the various activities planned for National Library Week. Marilyn Miller reports:

> ". . .The children (6th grade and younger) draw pictures of the church library as they see it and submit the drawings to the library committee for display on church library walls during National Library Week."[5]

GUIDELINES

Don't forget to pray for your library at every step along the way. Pray for the helpers who are working for it. This is the one unfailing and necessary ingredient for lasting success.



"Dear God, this is your library. Guide those of us who are working together, according to Thy will . . ."

Dedicate your own enthusiasm, energies, and resources toward its success. When God is your helper, heights and horizons are limitless, and you can accomplish miracles.

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[1] Ralph H. Isensee, "Two Pastors Speak Out." *Church and Synagogue Libraries*, 23 (November, December 1989): 6.

[2] Lorraine E. Burson, "We've Arrived! Or Have We?" *Church and Synagogue Libraries*, 17 (November/December 1983):5.

[3] "A Worthy Expression of Memory," *Church and Synagogue Libraries*, 2 (July 1969): 8.

[4] Velva Lorenz, "A Dream With a Design," *Church and Synagogue Libraries*, 17 (January/February 1984): 8.

[5] Marilyn Miller, "Library Promotion Throughout the Church Year." *Lutheran Libraries*, 30 (Fall 1988): 76-77.

2. PUBLICIZING THE LIBRARY

When you have done all you can to make your library worthy of promotion, be prepared to "sell" the library to its potential users. How do you do this? Tell what you have and how to use it. Emphasize special features, milestones, and future plans.

WHAT YOU HAVE

Describe the library's services and virtues, such as its convenience, the good reading available, and the many hours it is open. Explain what subjects are available: Bible reading and study, devotional literature, teaching texts, biography, fiction, children's books, and so on. Point out the variety of materials: books, pamphlets, periodicals, pictures, maps, filmstrips, games, teaching kits, records, slides, and tape recordings. Describe the kinds of materials: new, authentic, attractive, up-to-date, and recommended. Be specific. Quote titles.

Tell about the special shelves set aside for mission studies, studies of the spiritual classics, or other subjects currently under discussion. Describe the special collection of old and rare books that can be used for teaching or display, the traveling collections that can be taken from the library for special meetings or classes, the various versions of the Bible in different languages, and the colored pictures of Bible characters.

Remember, too, your talking-books, those college catalogs, the collection of recipes for quantity cooking, and all the recommended curriculum resources.

> "Large Print Month" was designated by the Jackson-George Regional Library in Pascagoula, Mississippi, to publicize large print books in the library. Bookmarks, posters and handouts were distributed.[1]

Explain the use of the card catalog, how to find material on the shelf, and how to borrow and return books.

RULES AND HOURS

Let people know when they can expect the library to be open. Some libraries are open whenever the building is open, while others keep the doors locked except at specific times when a staff member can be in attendance to look after it. Many libraries invest in a simple picture frame and make a sign telling what hours the library is open. Hang the sign on or near the door where it will be seen.

Arrangement of Books. Tell how the books are shelved and where to look for specific books. If books are shelved by subject, affix a mark or symbol on each book to describe its subject. Label the shelves, too.

Movable metal or plastic shelf markers and label holders that easily slip onto a standard size shelf are available from library supply houses. These usually are available with pre-printed labels or blank slip-in lables on which subject can be inscribed. At a small additional cost, you can get pre-printed labels with Dewey decimal numbers and subjects.

Instructions which describe, attractively and simply, the ten main subject groups in the Dewey decimal classification scheme are useful as handouts to either adults or children.

> The Annandale (VA) United Methodist Church Library printed its own bookmarks with the inscription "Your Church Library invites your family to browse and borrow." The reverse side outlined the Dewey decimal scheme, to call attention to the varieties of subjects that might be found even in a church library. The bookmark was distributed with a Sunday morning church bulletin.

Rules for Use. The Chevy Chase (MD) Presbyterian Church Library mimeographed its rules in bookmark size, as follows:

1. Please sign charge card in pocket at back of book and leave in box on desk when removing any book from the library.
2. Return books after two weeks. Any book may be renewed for an additional two weeks unless "on reserve."
3. Please do not take more than three books at one time.
4. Return books to librarian's desk. She will check them in and return them to the shelves.
5. Library is open at all times with a librarian on duty Sundays from 9:15 A.M. to 12:30 P.M.

Print a booklet or leaflet on rules for use. Include a brief statement of the purpose of the library, who may use it, what can be found there, when the library is open, how to borrow and return books, the length of the loan period, and the general policy on overdues and renewals. Include also the name and telephone number of the librarian, as well as other library staff members. Place a booklet in the new-member packets. Hand them out at the door on Library Sunday. Have them available at the circulation desk in the library for borrowers to pick up and take home.

Library Convenience. Describe the reading corner with its comfortable chairs, where parents can browse and read while their children are at choir practice.

Tell about your reference section—how some books are not circulated so they may always be available in the library for reading and study. Tell also, about the fact that a staff member is on duty before and after regular services to help find material.

TEACHING THE USE OF THE LIBRARY

Explain how to use the library. This is an important part of getting people to use it.

When an individual walks up to you in the library with a book held uncertainly in his hand and says, "How do I go about taking out this book?"—you show him how. Similarly, if a child asks, "Where can I find stories about Alaska?" or a newcomer inquires, "What kind of books do you have and can anyone borrow them?"—you tell where and how material is shelved and filed, how to charge it out, and where to return it.

Demonstrations to groups can be planned. Schedule church school class visits to the library. Teach group leaders and teachers how to use the card catalog, how to charge out books, and how to use the audio-visual materials.

Use of Resources. Teach individuals how to find specific information. Introduce them to the basic reference tools. Explain the parts and arrangement of the twelve-volume *Interpreter's Bible* (Abingdon Press) and other specific encyclopedias, concordances, dictionaries, atlases, and such. Help each user to become an expert in finding sources of information. In turn, they will help others.

"The Mini Page" published in *The Washington Post* as an insert in the Sunday comics section on November 15, 1987, included an idea that could be adapted for use in a church library. The poster featured "Mini Spy..." with a detective and spy glass:

"Mini Spy and her friends are studying at the library. See if you can find:

- banana
- hoe
- funny face
- word MINI
- lima bean
- catcher's mitt
- letter H
- letter L
- golf club
- butterfly
- accordion
- bottle
- paint roller
- glass

Books on teaching library skills to students (available in most public libraries) are full of ideas that can be used in teaching these skills to adults, youth, and children of the congregation.

The Bethesda (MD) United Methodist Church came up with a novel idea for using its Bibles as reference books. Each Sunday they inserted a "Bible Trivia" question in the bulletin, with a note that said, "If you don't know the answer, come to the Library." There the curious would find the scripture reference on a tent sign, with four versions of the Bible on display, opened to the page that contained the answer.

A library reference session devised by the Christ Episcopal Church Library (Oil City, PA) tied in the church school curriculum. Their "Reference Game" can be found on pages 24 and 25 of CSLA Guide No. 3 on *Workshop Planning*.

Mascots. Some libraries use mascots to promote the library and build goodwill.

The Sebring Memorial Library of the Chevy Chase (MD) Baptist Church for many years had "Benny the Bookworm" and "Betty Browser," two stuffed, oversized, wormlike creatures upholstered in green silk and dressed in hat and bonnet. Benny and Betty became a news story when they were introduced and became symbols that appeared on library booklists, newsletters and notices. A small replica, made of porcelain, sat on the library desk.

"Big Blue Bee" was a mascot for the Bucks County Free Library in Doylestown, PA. "It had a round, fuzzy, blue-striped body, stood about five feet tall, buzzed around libraries, and could only be seen by children who liked to read."[2]

Look for other ideas in the titles of books. Children's stories are full of interesting characters that could become library mascots.

SPECIAL SERVICES

Let people know about special services that are available through the library.

Program Resources. If you have storytelling teams, explain how this service is available to children's groups, to the school classes, and others. Tell about your book reviewing service, through which books will be reviewed at meetings upon request.

Explain about outside resources that can be borrowed through the library: films from the county library, filmstrips from a variety of sources, and mission study artifacts from denominational headquarters or regional offices.

Let it be known that you have a projectionist who will help show films, slides, and filmstrips, and that special displays of books and other library materials are available and will be set up by the library staff at any time, in any place, on any theme.

Walda Hertwig of the Plymouth Place Retirement Home in LaGrange Park, Illinois, tells how they make use of other libraries:

"If our readers request a book that we do not have, we can call our LaGrange Park Library to get it. If they don't have the book, they will send for it through the suburban inter-library loan system. Our public library also brings us talking books, records, and cassettes as well as record and cassette players as needed by our residents."[3]

Workshop for Teachers. Present information to teachers at a workshop on how to use resources and equipment.

The First United Presbyterian Church (Plymouth, MI) sent special invitations to the church school teachers — with the added lure of a home-cooked breakfast. The workshop covered an overview and hands-on practice with lettering and printing, drymounting and laminating, operation of equipment, making transparencies, and use of special library resources.[4]

Service to Shut-ins. Describe your regular service to shut-ins. Home Visitors take with them books and other materials, and a library staff member will read to or write letters for the ill or handicapped at home, on request. Large-print books and recordings are welcomed. Allow them an extended sign-out period.

Reader's Advisor. Upon request, prepare reading lists tailored to individual interests and needs. Also, offer mimeographed lists of resource materials, books, and other items for teachers as well as children, compiled for each department of the Sunday school. This kind of special service for readers makes friends and stimulates reading.

"I made a list of books under different subjects, such as prayer, spiritual classics, grief, for lighter moments, etc.," reports the librarian of the Boulevard United Presbyterian Church (Columbus, OH). The lists are distributed to shut-ins who telephone their requests. The books are delivered by deacon volunteers.[5]

Taping Service. The library at Bethesda (MD) United Methodist Church now tapes special services. A copy of the tape is given to the family. This service is especially appreciated by the families with close ones who could not attend the service.

Literature Cart. A book cart outside the library offers new and current paperback books which may be purchased. Wheel the literature cart to a new location each week, perhaps between two active entrances.

The books can be obtained on consignment from some local bookstores or denominational publishing houses. One librarian reports that the library committee member who selects the books also stays with the cart to sell them. Parishioners say they appreciate the service, and sales are active.

Rental Books. A collection of rental books might include best sellers and books not otherwise available in

the congregation library. It is a service that can bring in revenue, too.

The Cleveland Park Congregational Church (Washington, DC) maintained a substantial rental collection for many years. The proceeds from the rental collection were used to build their church library.

BOOKLISTS

Another successful means of communication is the booklist — posted in the library, printed in the church paper, or distributed as a leaflet. Announce a few new books in the bulletin each Sunday. Libraries that do this report that many of the books circulate immediately.

Compile selected lists for new members, for parents, for children, for nursery teachers, and others. Prepare lists for special subjects such as Jesus Christ, prayer, Jewish history, recommended resources for special adults studies, and curriculum aids for each school department. Remember to make reading lists for special seasons and holidays, such as Christmas and Lent.

If your collection is small, consider a printed catalog or reproduced listing of all the books in the library.

Booklists are more useful if they include a brief description of the book and are arranged is some systematic order — by title, or by subject. Include the name of your library, the date of the list (at least the year), and some brief note telling (again) how the books may be borrowed.

Post booklists on sheets of colorful paper to attract attention. Try a wide margin of white, a frame of ivy, or some interesting object tacked to a corner. Book illustrations, book jackets, or the books themselves enhance the display of such a list.

SOMETHING FOR NOTHING

Small things that please are nice to receive. Children, in particular, like bookmarks, library buttons, or prizes for accomplishments in reading. These build goodwill.

Bookmarks can be made easily from construction paper cut into strips. Paste or tape at the top of the strip tiny pictures of animals, flowers, or objects cut from magazines or greeting cards. Write the child's name, the name of the library, or the title of a book on the bookmark.

At the First Annual Conference of the Church and Synagogue Library Association held in Philadelphia in May 1968, Mrs. Betty Swarthout demonstrated how to make interesting bookmarks with a mimeograph stencil:

Each bookmark featured a specific book. A symbol or an appropriate design from the book jacket was copied in the space outlined for the bookmark on the stencil. Title and author were lettered or typed in the remaining space. After the stencil was run off, the bookmarks were colored with crayons and cut out for use.

Bookmarks which describe attractively and simply the ten main subject groups in the Dewey decimal classification scheme are available from library supply sources, such as Demco.

Buttons and Tags. Booster buttons can be made. Cut them from cardboard or paper. Decorate and letter them with a slogan to be proudly displayed by a library booster.

Library buttons that read "Library Aide," with blue or white backgrounds, can be purchased from Demco. They offer buttons that read "Run For Readin' Fun" and "WHO...KNOWS? Your library!" (and others) and have pressure-sensitive stickers, such as "Be a Reader!" (with a bumble bee, of course), "Love Your Library" (with a heart) and "Explore Your Library" (with a lion reading a book). These are fun things that help to attract attention and generate interest in the library.

For many years, the Cleveland (OH) Public Library gave out buttons to children enrolled in the Summer Reading Club. One year they decided not to do it and found that the buttons were an important part of the whole thing. Lots of kids collect the buttons and build collections which they value

highly. The next year the buttons were back, bright yellow with a silhouette of a young knight off on a "Summer Quest With Book."[6]

Make a name tag that looks like a book. Take a sheet of white paper from a plain three-by-five inch pad, along with a three-by-five inch card. Fold both in the middle and staple together at the fold. "I Like to Read" can be the title. Cut out and paste small pictures on the pages for text. Dangling from a string, it can serve as a booster tag. With a person's name written across the cover, it can serve as a place setting at a table, to be picked up and pinned on the lapel.

Tote Bags. Offer a free tote bag to any adult or child who reads a book during some specific week set aside for library promotion, such as National Library Week. At a small additional cost, have the library's name printed on the tote bag. The bag will advertise the library wherever it goes.

Several years ago, the Brooklyn (NY) Public Library offered black-and-white shopping bags adorned with illustrations and printing, saying "Books are my bag," or "Try something novel," or "We separate fact from fiction."

To help children keep books "huggably clean, dry, and easy to carry," Demco offers a book bag that reads, "Hug a Book R-E-A-D." Above the caption a turtle is hugging a book. Similar bags with other captions are available from this and other library supply companies.

Tote bags are handy bags for vacationing readers or the summer reading club.

Sundries. Along with bookmarks and tags, try giving away little books or something edible, like cookies.

One of the most popular booths at an American Booksellers' Association Convention one year was the one giving away old-fashioned penny candy (free) in barrels. The caption above the barrels read, "Bookselling is a barrel of fun . . ." People reported that the booth was always crowded, that the most popular candies were the imitation bacon slices and the strawberry shoe laces, and that people liked the books, too.[7]

Try changing that caption to read "Book-reading is a barrel of fun . . .," and set up a display for young people.

One Sunday, a gaily decorated box with a slot at the top appeared on the library desk at Bethesda (MD) United Methodist Church. Children were invited to write their name and the name of a book they were checking out on a slip of paper and to drop it through the slot in the box. Each week a "winner" would be drawn out to receive a new children's book. The children were intrigued. Circulation went up as a result. Another time, chewy gumdrop strings were awarded to each child enrolling in the summer reading club.

AIMS, PLANS AND SUCCESSES

By all means, announce your successes. Publicize stories about special services to patrons, the growth in circulation, gifts received, or the growing size of the collection.

CSLA offers a Certificate of Commendation to congregational libraries which meet stated criteria in a self-assessment of their administration, materials, services, and public relation activities. This certificate, displayed in the church or synagogue, serves as one indication of the achievements of the librarian/staff and generates increased awareness of the library's ministry.

Mary A. Storlie, Christiana Lutheran Church, Lakeville, MN, reports how they overcame a disaster and now are making plans for the future:

"I have been asked how our church library has succeeded since the fire. We are very proud of our new Library Room. People use the room much more because of the better lighting and better book arrangement. It is comfortable . . . We have a large collection of books and tapes which are loaned out as well as tape players. We are now adding a video library to our collection. For the first time we plan to have a Summer Reading program for the children and offer services to the shut-ins..."[8]

Talk about your aims and plans — what you hope to accomplish and steps you are taking in that direction. Above all, be enthusiastic.

ATTRACTIVE SETTING

A neat and attractive library is good advertising, in and of itself. Keep the books in good repair. Straighten the books on the shelves (pull them forward to line up with the front edge of the shelf, and loose enough to remove or replace a book easily). Weed the old and outdated material (that means, remove it from the collection). Make sure the labels are attached at the same height from the bottom of each book, so they march across the books on the shelf in an even line.

Many libraries use plastic jacket covers to protect bindings, to keep the books looking bright and new, and to take advantage of the appeal of the dust jackets used to help sell the book in the store.

Make sure the room and equipment are dusted, polished, and free of pencil and ink marks. Touches of beauty are important, too. Attractive pictures, colorful draperies, trophies, or flowers all help to make the library attractive and inviting.

Frame your certificate of membership in the Church and Synagogue Library Association. Hang it proudly in a prominent place in the library.

STAYING ALIVE

David Drake, director of the Murray Fasken Learning Resource Center at Midland (TX) College, offers the following advice based on years of experience:

> "Get in the habit of sending your boss little notes about library activities. Stress the unusual...
> 'If you don't promote, you're doomed to defend.'[9]

Miss B. Lewis of the Board of Christian Education of the Presbyterian Church, U.S., speaking to a group of church librarians, said:

> "If you have to depend on just a shelf in a corner, it is discouraging. But, it is not the number of books, it is what you do with the books you have. A few books can be the nucleus of a successful story in the life of the church. . .
> Keep the library committee interested and active. Sometimes a library committee dies off or dissolves before your eyes. Keep on your toes for librarians — not professionals, especially, but people who can get people to read books . . ."

Miss Lewis offers these among her favorite ideas for posters:

> If you can read fifteen minutes a day,
> You can read thirteen books a year.
>
> If you can read and do not,
> are you really any smarter than
> people who don't know how to read?

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[7] "ABA: Paperbacks, Trade Relations, Profits and Exhibits; Symposium," *Publishers Weekly*, 189 (June 27, 1966): 59.

[8] Mary A. Storlie, "A Fire Reaped Blessings." *Church and Synagogue Libraries*, 23 (November/December 1989): 8.

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3. REACHING PEOPLE AND PROGRAMS

Effective promotion requires total involvement with books, people, and programs. Get to know people as individuals. Learn what "turns them on." Become acquainted with the current programs and expectations of the congregation. Then, from the storehouse of resources you have available, select just the right books or other materials for each individual need.

THE ART OF SELLING INDIVIDUALS

The librarian and the bookseller have much in common. Both want to develop a steady flow of customers who will wear a path to their door. Both want to widen the horizons of readers, stimulate their interest in new areas of reading, and increase the number of books that are taken home.

> To do this, says the owner of the Magic Fishbone bookshop (Carmel-by-the-Sea, CA), start with the bookseller's enthusiasm and his knowledge of books (in that order). Enthusiasm comes with involvement and with a conviction of a product's value. A knowledge of books in stock is mandatory. An interest in individuals is something that develops with practice. Practice on everyone, she says; get to know what makes an individual, individual.[1]

The interests of individuals change as they go through the stages of life. The general interests of various ages are predictable.

Children, in general, are spontaneous, honest, imaginative, and curious. The younger reader wants to know: "What's it about?" So, you had better know your books.

A child is quick to catch on if you are not sincere. Never "talk down" to him or be overly gushy or sentimental. Be straightforward, curious about his likes and dislikes, and willing to listen. What is the last book he

enjoyed? What are his interests? What are the interests of his family? Listen to the child's conversation, or glean a clue from an older brother or sister or from the father's work.

Very young children respond to stories that deal with familiar experiences and natural surroundings like home, friends, pets, and clothing. They like books with simple text, pleasing rhythm, and many illustrations. Most children are eager to read and love to hear stories read or told. A weekly story hour suggests titles and this can help a mother select books for her children.

As children grow, their reading interests broaden. They still read books of fantasy and wonder, but they are beginning to like books about real people and real situations. They like books of legends and mysteries; animals and nature; books about games, hobbies, and parties; and lively biographies. So, among the stories of Bible heroes and missionaries there should be books about the lives of great men and women, archeological finds, and other achievements.

Have books for all reading levels. A difficult book can discourage reading. When you recommend a book to a child be sure he will be able to read it. Offer him two and let him choose between them.

> The St. Pius X Parish Library at the Shrine of the Most Blessed Sacrament (Washington, DC) ordered a small collection of children's books from Spain for the benefit of a large colony of Spanish-speaking parishioners.[2]

Arrange the children's books so they can be seen from the door. Display some with cutouts, handicraft, or toys. A comfortable carpet to sit on, cushions, or a beanbag chair would be an attraction. At the very least, provide a table and chairs their size. Arrange a few attractive books on the table. Stand three or four books face out on the shelves, not too high to be out of reach.

Get the children involved with the library so they will think of it as their own. Arrange tours of the library during class time. Show them how to select and charge out books themselves. Teach older children how to shelve, mend, and otherwise care for books. Encourage them to help younger children find and borrow books.

> The fourth graders were given passport booklets at the Mount Pleasant Elementary School in Livingston, NJ. In them they placed visas representing journeys taken in different categories of books. One category was labeled "Noah's Ark" and included animal stories.[3]

Sponsor reading clubs and contests. Summer is the ideal time to encourage children to read. Chart their progress on a bulletin board.

Appealing to Youth. Adolescence is a period of rapid change. The teenager rebels against established standards, the domination of adults, and the frustration of not being able to grow up all at once.

As an individual he desperately needs someone or something to believe in, yet he challenges the ethics and standards of the world around him. He wants life to be new, relevant, and somehow, better.

A young person is interested in survival and in developing skills. He has a basic underlying need for the experience of affection, the acquiring of stature, and the achievement of belonging. In other words, he is trying to grow up, gain experience in living, and develop a satisfying self-image. Reading and living in the privacy of books help.

Junior highs are interested in books concerning adventure, challenge, and big ideas. Senior highs begin to look for books to guide them in their search for personal values and help them prepare for adult life. So, among the books on heroes, heroines, shipwrecks, and exploration, you will have books on dating, marriage, vocation, and college life, as well as on the coffee house ministry and current social issues.

Listen with respect for their ideas and with sympathy for individual complaints. Then, get involved in working together.

Help them find stimulating (from their point of view) material for their youth programs — contemporary prayers, unusual worship services, and interesting videotapes, records, or movies. Open the library for school study purposes and provide at least one good general encyclopedia for reference use. Encourage teachers to find answers to questions that come up in class. Be available in the library to help.

> "Second mile" service pays off. The librarian at Mabelville United Methodist Church reported that their youth leader had learned to check the library for books on recreation, games, and party ideas. "When I told him that if he didn't find something he could use, to give me the titles and if they were acceptable to the Committee, I would get them — he was dumbfounded."[4]

Young people can be creative in planning reading clubs, setting up used books sales, or serving younger classes with traveling collections, storytelling, or puppet shows. Provide service opportunities in the library, such as helping to process books for circulation, creating book displays, making posters, showing audio-visuals, and taking books to shut-ins.

Help young people plan their own reading programs through youth groups. Select a small book collection for them to take along on weekend retreats.

> The library at the Chapelwood United Methodist Church (Houston, TX) includes a section for teenagers with books, reference materials, globe, current college catalogs, and other media suggested by the Minister of Youth.[5]

Current fads and fancies help promote books. A real football and a colorful pom-pom suggest "Goals for Reading" in the fall. A brightly colored border frames the list of new paperback books posted in the youths' meeting room. Current sayings make catchy captions. Relate to life with the young people.

Reaching Adults. People who love to read will find time to do it with very little prompting. Many who like to read let other interests or more pressing concerns take first claim on their time. In order to overcome this competition and get these people to read, the librarian must present interesting books in an attractive and appealing way.

Books that appeal to an adult are those that speak to his current interests and needs. If he is a young adult, he probably will be interested in family, job, or recreation — a book on family camping, the behavior of a three-year-old, or winning friends and influencing people. If he is middle-aged, his interest might be in teenagers, the problems of society, or getting the best he can out of life. The mature adult is more likely approaching retirement and is interested in opportunities for volunteer service, information about legacies and wills, and how to grow closer to God.

An interesting book to a leader in the synagogue or church would be one that helps him do a better job, gives him needed information, or stimulates group discussion.

An interesting book to a sufferer facing an unexpected crisis in life — death, illness, or disappointment — is one that offers solace, steadying counsel, or upliftment. Such a book is more attractive when the print is large enough to be read easily, the illustrations are appropriate for the text, and the size of the book is comfortable to use.

The librarian must know the people who would be the readers — their needs, their ability to read and comprehend, their requirement for large type, their willingness to accept new ideas, and whether a summary or an in-depth treatment of the subject would be appreciated.

> "Brown Bag University" sessions were sponsored by the Information Resources Centre at Maritime Telegraph and Telephone Co. Ltd. in Halifax, Nova Scotia, to reach adults. These were informal lunchtime sessions held once a month. They featured a combination of speakers and videos on topics of personal interest. Reading lists on the topic were distributed.[6]

When the librarian is not there, the library must speak for itself. Colorful dust jackets on the books are preserved and protected by plastic covers.

Books are shelved so it is easy to slip one out, look at it, and slip it back into place. Books and shelves are clearly labeled. A "user friendly" card catalog is conveniently available. New books are set aside on a special reading rack. An attractive book or two stands open on the shelf, inviting a closer look. Simple directions are posted beside the charge out box on the desk, along with the hours the library is staffed. A person can browse and serve himself in privacy and quiet.

Direct attention to books that have been selected as "something special." Tie these in with current studies and interests.

ROLE OF THE CLERGYMAN

There is no easier way to win a parishioner's attention than at the worship service.

From the Pulpit. Announcements about the library, or book reviews made from the pulpit are very effective.

Approach your minister in advance. Have in writing (plainly legible) the announcement you wish him to make. Keep it brief. More than likely he will add comments of his own. Almost every minister mentions a book in his sermon at one time or another.

> The minister of the Bethesda (MD) United Methodist Church once devoted a number of Sundays to a series of sermons on the great religious thinkers of our time — Tillich, Buber, and others. He alerted the library committee in advance. Books by these authors were in the library. Paperback editions were made available for purchase on the literature cart.

A word of commendation from the minister, even if it is merely, "We have many good books in the library and I hope you are all taking advantage of this fine service," usually gets a response. Encourage him to do this, if you can, and thank him for doing it.

> For many years the late Rabbi Norman Gerstenfeld of the Washington (DC) Hebrew Congregation gave book reviews at sisterhood meetings, and he occasionally repeated one at an open meeting on Friday night instead of a sermon.

In Print. List in the weekly bulletin the books your minister considers important to read. People take a new interest in books if they are recommended by their own pastor, priest, or rabbi.

Invite his aid in compiling a list of reading for holy seasons. An annotation written by him which describes what to look for in each book is helpful.

Ask him to review books for the church paper. Or, for variety, persuade a member of his family, perhaps his sister or wife, to add interest by what she says about the book.

Offer copies of his sermons in the library, to bring people in. These can be read there (if a person missed a service) or taken home.

Counseling. Many counselors find it pays to take books on their pastoral calls. Books not only provide solace and an uplift long after the visit, they sometimes carry a message that gets through to the problem more effectively than the pastoral visit itself.

When counseling individuals in his study, the minister can recommend books that he knows are available in the library, and, perhaps, even accompany the person to the library to find the books.

Ralph H. Isensee, retired pastor, First Baptist Church, Vancouver, WA, found that audio and video tapes were a way in which the church library could be an extension of a pastor's ministry:

> "The pastor is able to reach out. . . and minister in a very effective personal way through tapes . . . When the pastor calls on a shut-in in time of emergency, because of the tapes, there is an immediate warmth and familiarity engendered . . . A taped message often is a means of welcoming new visitors to a church. . . [7]

Personal Use. Like the librarian, the minister must read to be informed and to know what books to recommend to others. Encourage him to use the library. He ought to find books there that will verify references he plans to make in his sermons. He ought to be able to borrow the books currently being read and discussed in religious circles. (This will save him the personal expense of buying books of transitory value.)

Call his attention to new books and ask him to recommend others for purchase. Let him know that his expressions of appreciation keep the library staff going.

ROLE OF THE LIBRARIAN

Programs involve people. This means, as a librarian, that you will be working with individuals who share your enthusiasm for the library. It means earning their respect and support. As you become thoroughly familiar with their activities and programs, they will welcome you as a reservoir of valuable resources.

Visit classes, workers' conferences, and the leaders of societies, circles, or groups. Invite them to visit the library. Tie in the library, its materials and its services, with ongoing programs.

Visit Classes. When you visit children's classes, be prepared for questions such as "How do you get to be a librarian?" "What kind of books do you have?" "Do you have any horse stories?" "Books about dinosaurs?" "Can anyone take out a book?"

Teach them how to charge out books by letting them select a book from the collection brought for the occasion and then by taking them through the steps involved. Be sure to tell them when and where to return the books.

A "giveaway" bookmark is a good opportunity to say a word about treating books with respect, not turning

down page corners, and keeping them clean.

A library "reader" takes books to church school classes at the Arlington (VA) United Methodist Church. She reads only a portion of a book, and the children dash to the library to find out how the story ends.

Arrange Library Tours. Make arrangements with the teacher in advance. Select a time when the children, as a class, can visit the library. Let them see where the books are shelved, how to find what they want, and how to charge out and return books. Tours usually result in more books being borrowed from the library.

Adults also like to know what is in the library and where they can find it. Arrange a library tour as a part of the program of a regular meeting; tell about the library and its services, and offer refreshments.

Join Teachers. Attend a teachers' planning meeting. Arrange in advance for a time to speak. Tell what resource materials are in the library for the coming quarter. This helps them teach the curriculum.

Distribute a list of specific titles for the teachers, for the children, and possibly for the parents. Tell what special services are available, such as titles of videotapes that can be shown (either from the library collection or borrowed from other sources) and how this can be arranged. Call their attention to suitable pictures or maps, and perhaps models, games, and recordings. Add a brief review of one or two new books, if time permits.

At the presentation of a CSLA Award for Outstanding Congregational Librarian, Carolyn Zimmerman of Hatboro (PA) Baptist Church was cited for her work with teachers: "At training meetings for Sunday School, Vacation Bible School, and Adult Education programs, Carolyn is there with materials from the library and a willingness to search out any additional resources.[8]

This kind of service is really appreciated by teachers and other leaders.

Teachers are among the most avid users of library resources once they form the library habit.

Meet Study Groups. At the beginning of the year, meet with chairmen of study groups. Explain what mission study books and supplementary materials the library has on hand, such as tape recordings, records, maps, or videotapes. In addition, you can make a real hit by offering to review one of the study books for a group some time during the year.

Some individuals are not as trained in looking for materials in the library as others. All appreciate learning about resources that can make their meetings more meaningful and interesting. The church librarian can help them and stimulate use of the library at the same time. An alert librarian will talk about books and other library resources whenever the opportunity presents itself.

ROLE OF THE LIBRARY STAFF

Library Duty. Staff members should be on hand in the library to help people, especially during busy times the library is open. They should be familiar with the books—and their contents—to be able to recommend reading.

One Sunday a lady came into our library to borrow Phyllis Hobe's *The Wonder of Love* (Philadelphia, Westminster Press, 1982). "It's for my mother," she apologized.

"Oh, she will enjoy it." the library helper answered and then asked, "Have you seen her other books in this set, *The Wonder of Comfort* and *The Wonder of Prayer*?"

"No," she replied, "I really haven't time to read — too busy."

"We all are," the helper admitted, "but that's one thing I liked about these little books. The chapters are short and written in such a way that you can read a section, set it down, and pick it up later."

A short while later she came back. "I've changed my mind. I'll take them all."

Traveling Collections. Staff members can help reach out to the congregation.

At the First United Methodist Church of Pasadena, California, they load a portable cart with books each Sunday and roll it out into the central cloister during the after-service social hour. Parents can browse and help their children select books. Circulation more than doubled as a result.[9]

BOOK REVIEWS, DISCUSSIONS, AND CLUBS

Have a couple of book reviews up your sleeve as impromptu offerings at meetings. Invite members of the congregation to read a book and write a short review of it for the parish paper. Encourage discussions of controversial books or spiritual classics. Organize book clubs to promote reading.

Book Reviews. Some book reviews are very brief — a striking quotation from the book or a provocative comment about it. Others can be quite long — long enough to be the main feature of a planned program.

Mrs. William (Ruth) Brown, known in the Washington, DC area for her book reviews, offers a few helpful hints about book reviewing for meetings. She says: "Have a purpose, a philosophy, and a plan." Her purpose is to include inspiration, information and fun in every review. Her philosophy is that people are more important than what she has to say, so she adjusts her material to fit the time. "Don't keep people forevermore," she advises. Her plan is to get people to read books. To do this she selects books that will mean something to the people who will be listening. Then, she proceeds according to the following guidelines:

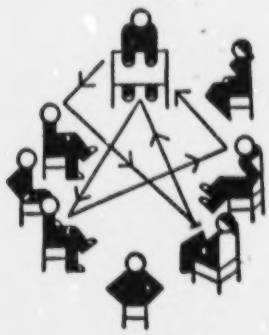
- People are not very interested in literary style. A sentence or two will cover that.
- Never memorize, but know your material thoroughly. Read and re-read and re-read.
- Share what is in a book, what you got out of it, and what you took to it. It must be personal, so pick and choose.
- Do **not** read long passages.
- Cut. Cut. Cut.

Written reviews, even one or two lines long, help to stimulate interest in reading. Brief reviews of new books inserted in the Sunday bulletin or published in the newsletter can be quite effective.

"Don't think you have to do it all yourself," advises Mary Margaret Jordan in discussing book reviews. "Ask your members to help. If they've liked a book, ask them to write a short review for the next week's bulletin."[10]

Book Discussions. Adult education classes provide an opportunity for the library to encourage reading. Some adult classes use a different book each month, and discussions are led by various class members. Others use one book which has chapters that can kick off discussion on life today and on the decisions that are called for on race, poverty, science, politics, et cetera.

this way:[11]



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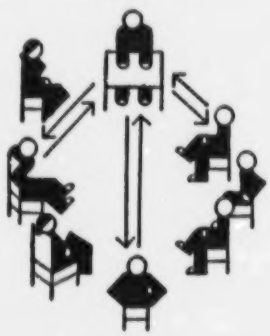

Suggest that the library sponsor one of the discussions. Have library books and other background materials readily available for their use.

When a reading and discussion group open to the public was sponsored by the Christ Episcopal Church Library (Oil City, PA), a leaflet announced the series and invited participants to:

"Gather for an evening of lively discussion on the timely and interesting books carefully selected for this reading program, and scheduled for discussion one evening a month . . . no fee . . . no advance registration . . . attend one or all sessions."

Books selected for discussion were available in the church library. Those also in the public library were marked in the program. Paperback copies could be purchased in the church office.

Make reference books the focus of interest for a group session. Devise questions whose answers will require looking in various reference books, such as concordances and atlases, as well as the library card catalog. Church school classes respond to such sessions when they are studying specific subjects. This also works well as a stimulating program for weekday adult groups. When the answers are found, the person should have learned more about using reference tools and have some concrete facts as well.

Helpful hints about organizing book discussions are offered by William Gentz, editor of religious and inspirational books. He suggests getting variety in the people who participate and in the books discussed. Rotate the leadership. Read to enjoy and appreciate books and ideas.[12]

Clubs. Book clubs bring readers together and set goals for reading.

St. Pauls' Episcopal Church (Greenville, OH) formed a reading club for a "Journey to Jerusalem." The librarian describes it, as follows:

We had a huge map of the Holy Land in our parish hall and had marked on it certain key cities in Jesus' life, such as Bethlehem, Nazareth, Cana, et cetera. We had a picture of an airplane at one corner of our poster map and had a paper by it for the youngsters to sign up for the "flight." Advance publicity said the "Flight 19" was leaving for the Holy Land and that any interested person could make the imaginary journey by reading books from the church library. We had little paper boy and girl faces made with the youngsters' names on them. Each time they read a book and turned in a card with the title, we moved their name from the first city to the second city, and so on, until they had read the required number to get to Jerusalem.

Suggested reading lists were distributed. We had given information to the teachers in advance, so they would know the procedure and also the cities we used. It was a good teaching opportunity to talk about events in Jesus' life in connection with the cities on our flight plan.

After the reading club was completed, we handed out certificates on which we had mimeographed a map of the Holy Land to certify completion of the trip. And, we had a party for everyone at which we showed a film about the Holy Land and played games that the children play in Bible lands. Almost everyone on our passenger list at least got off the ground! Although some did not make the complete journey, all could come to the party.

Reader Recognition. People, young or old, like to have their accomplishments recognized. Therefore, reader recognition is important. It encourages people to use the library even more. There are many ways that a library can recognize these achievements.

Post a list of the names of people and the books they have read. Display pictures and posters that record progress. Use a tree that "grows" fruit to record reader accomplishments. Place a feather in a cap on the bulletin board for each book read. Make an old trunk (or a jewel box) into a "treasure chest" to hold the names of readers and the books they have read over the summer.

We all like to see evidence that our efforts are meaningful. We grow on the encouragement and personal satisfaction of accomplishment. The reader likes recognition, and the librarian likes to see the library used.

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4. SPONSORING SPECIAL EVENTS

Consider sponsoring special activities and events beyond your regular library service. Reach out. Be a part of the life of the community you serve. Promote the library and benefit the congregation as well.

Special activities publicize the library and its services. They also create good will among potential library users and supporters. Sometimes they even earn money for books and supplies. A well-planned and successful event can do all three.

OPENING DAY, DEDICATION, AND ANNIVERSARIES

Libraries that blossom all at once can benefit from an Opening Day event. Those that develop more slowly often wait and then have a Library Dedication when the library is ready. Each year as the library grows, it will have a Birthday. Milestones of five or ten years offer special opportunities to celebrate.

Opening Day. Heralded well in advance, Opening Day can be an event to remember. It should be something impressive, the talk of the congregation, a "big splash."

Make sure your announcements attract attention. Place a library poster on every door in the building. Invite a well-known person to be your honored guest. Have the minister include something about the library, or books in general, in his sermon. Ask your library committee to wear pretty flowers or a special tag. Fix up book displays, straighten the books on the shelves, and place flowers on the table. Be proud of your library and take pictures for the record.

> Temple Church Library (San Francisco, CA) put on a month-long publicity campaign to prepare for the church's newest baby. Then, "Baby Library" was presented at a coffee hour, and the gifts for its "layette" were books.

Dedication. When the library is dedicated, the occasion should be dignified yet impressive — a combination of solemnity and celebration.

The library Dedication can begin at the regular worship service and conclude with an Open House or Library Tour. It can be a special event on one afternoon or evening, or the culmination (or the beginning) of a Library Week in which many events and activities are planned.

As part of the ceremony or the celebration, give a brief talk about the library. Tell how it grew from a small collection of books gathered from around the church, housed in a glass-enclosed bookcase, and locked in the youth center. In contrast, the library being dedicated will show itself as bright and modern, with attractive books and library furnishings.

A library dedication service appeared in an early edition of *Your Church Library* (Chicago: National Council of Churches of Christ in the U.S.A., n.d.), now out of print. An adaptation of this service follows:

LIBRARY DEDICATION SERVICE

CALL TO WORSHIP

SCRIPTURE (Try Proverbs 3:13-18)

ACT OF PRESENTATION

We present this library to be dedicated to the glory of God

ACT OF DEDICATION

In the name of God the Father Almighty, and in the presence of this congregation, we now dedicate this library to the glory of God.

We dedicate this library to the service of little children, of whom such are the Kingdom of God, that their minds, while young and formative, may learn to love, enjoy, and appreciate the things that are beautiful and good and true.

We dedicate this library to parents that they may find help in building homes filled with love and faith and trust in God and each other.

We dedicate this library to youth that their enthusiasm may be combined with wisdom and knowledge about God and worship, personal relations, leisure and recreation, avocations and vocations, man and society, and all fields of righteous living.

We dedicate this library to the workers and members of our religious school; to students who are seeking to learn of their religious heritage; to teachers who have given their lives to service and are seeking help and guidance to make their work more effective.

We dedicate this library to the leaders of the congregation, the stewards, the officers of the women's society and other organizations that they may find wisdom and knowledge in leading this congregation forward to ever widening fields of service.

We dedicate this library to all members of this congregation that they might find here wholesome reading for pleasure and profit and for the continual development of spiritual living.

We dedicate this library to our community, that it may be a means of service and uplift to everyone and play a part in bringing here the Kingdom of God.

We dedicate this library to God, that it may be a means of continual service in the building of His Kingdom.

PRAYER OF DEDICATION (in unison)

Almighty God, our Heavenly Father, graciously accept, we pray thee, this library which we now dedicate to thee, to thy service, and to thy glory, that through it love and wisdom may unite to make plain the path of knowledge of those who seek thy help. Bless us thy servants as we dedicate ourselves anew to thee, and grant that those who come here, whether as parents or children, teachers or students, leaders or followers, may come with pure minds, upright purposes, and steadfast endeavor to learn and to do thy holy will. Amen.

THE BENEDICTION

In describing the "do's and don'ts of dedications," Dennis C. Tucker says:

"A dedication ceremony is also a time to express thankfulness and to honor those who have helped make the library what it is today. Recognize each contributor in some way, no matter how small an individual donation of time, money, or expertise might have been."[1] That's good advice.

Anniversaries. Dates of special significance offer a unique opportunity each year to call attention to the library. Some celebrate the library's "Birthday."

When the church school children of the Bethesda (MD) United Methodist Church presented a birthday cake to the library, it was recorded by a photographer, and the story appeared in the church paper.

Mt. Cross Lutheran Church Library (Camarillo, CA) celebrated its first anniversary with a reception in the library after both services. Their librarian noted:

"Of special interest is the children's book nook with many books openly displayed, and with an attractive table and two chairs for the small children."[2]

Special anniversaries are cause for a special celebration.

When the library of Our Savior's Lutheran Church (Scottville, MI) celebrated its tenth anniversary, books and audiovisuals were displayed at a coffee hour after church. Librarian Charlotte Blase reported:

"On a table was a 'fake' birthday cake with a slot on its top; each member was encouraged to put in a penny for each year of his or her life. A large glass barrel carried the sign, "Reading is a Barrel of Fun." Special bookmarks were distributed to patrons in the library."[3]

The 25th Birthday Celebration of the Leef Memorial Library, Elim Lutheran Church (Robinsdale, MN) was a "great celebration:"

"Library Guide members filled Nerothin Hall with book displays and posters. Special books for special days such as Easter and Christmas were displayed. There were table exhibits of books for men, women, children of various reading levels, book displays for travel, research, and inspiration . . ." Pins were awarded to two staff members for their twenty-years-plus years of dedicated service. Also honored were Elim's first librarian, the person whose memorial established the library, and Marlys Johnson who has served as librarian since 1969.[4]

Zion Mennonite Church (Souderton, PA) observed its twenty-fifth anniversary with a Sunday afternoon all-parish program. An arts and crafts show introduced an art-to-lend program instituted by the library. The pastor who had been instrumental in organizing the library returned to speak at a service in the sanctuary. A film on bookbinding was shown to a standing-room-only audience. Storybook films were shown to the youngsters. A Bible display was the focal point of the library's open house, and refreshments were served. Folders with the library information and historical notes were distributed.[5]

Other milestones of progress provide opportunities for promotional events, too.

When the Capitol Drive Lutheran Church (Milwaukee, WI) went over the 700-volume mark, the committee decided to focus attention on the library with an event that would involve as many of the congregation's members as possible during Christian Education Week. The program featured an original skit about the library, which was produced and acted out by members of the congregation.[6]

OPEN HOUSE, TOURS AND TEAS

Hold a library open house, tour, or tea in conjunction with programs whose main emphasis can be helped by materials in the library. Get involved in events such as the launching of the church-wide mission study, the Scouts' presentation awards for achievements, or new members being welcomed into the congregation.

Open House. An open house is a friendly gesture. Plan one for the entire congregation or for a smaller group with a specific purpose. Straighten up and dust the library. Place flowers on the table. Have the library committee in attendance to answer questions during specified hours on a certain day.

Announce the date and time in advance. Mount posters on bulletin boards where they will be seen and noted. Set up book displays both in the library and in appropriate areas of the building. Feature the topic of the ongoing program.

When people come, greet them as a hostess and introduce them to the library staff.

When Christ Lutheran Church Library (Bethesda, MD) held an open house to show off special book displays and an exhibit of arts and crafts, they selected children who were regular users of the library to act as junior hosts and hostesses.

Explain what the library has and how to use it. Learn about specific interests and needs of potential users.

St. Pius X Parish Library at the Shrine of the Most Blessed Sacrament (Washington, DC) opened its door to the neighborhood congregations at an open house. Attractive folders were distributed which offered privileges of library service and described the library's collection.[7]

"My church, the Chinese Christian Church of Greater Washington, DC, is bilingual in Chinese and English," reports James Wing. " . . . All the formal writings (programs, announcements, signs, rules, procedures, etc.) and speeches (sermons, personal testimonies) are presented in both Chinese and English. Even our hymnals are bilingual. So is our church library."[8]

Tours. Arrange a tour of the library. Tie it into a program held elsewhere in the building or include it in a general tour of the church or temple.

Sixteen members of the Los Angeles County Area Chapter of CSLA toured the Blumenthal Library of the Linai Temple (Los Angeles, CA) which was named Outstanding Congregational Library by the Church and Synagogue Library Association in 1985. Muriel Moster reports the visit as follows:

"Rabbi Schranz took note of the library's collections, pointing out that subject matter covered not only theology and Jewish religious law, but there were also books on Jewish holidays, festivals and their observance, biography, Israel, history, Holocaust, art, fiction, periodicals, cook books whose recipes adhere to Jewish dietary laws, reference works, a 'parenting' reading center, and a children's section . . . Highlighted also were the glass book display cases which are updated throughout the year, featuring books on secular, religious

and patriotic holidays and themes. . . In addition to viewing a demonstration by the library staff of On-Line Catalog and Computerized Circulation, the visitors enjoyed the many library displays and viewing centers."[9]

When people arrive, the library should speak for itself as much as possible. Make sure that shelves are neat and clearly labeled and special displays are attractive enough to catch the eye. Since time usually is limited, be prepared to tell only those facts which will be of interest to the group making the tour.

Children want to know what kinds of stories you have. They like to pick out a book for themselves, then and there. Adults, on the other hand, are interested in information about the library itself — that it has 3,000 books, that the furnishings are a memorial gift, or that one copy of the *Interpreter's Bible* circulates while a second set is kept in the library for reference use.

Point out features of convenience. Mention that the library is open for browsing and study. Suggest it as a pleasant place to wait and read while children are in the membership preparatory class.

Serve refreshments and invite visitors to tarry. Give away bookmarks or instructional booklets on use of the library, which can be taken along when people leave.

Teas and Luncheons. Hold a library tea or luncheon to honor new members and introduce them to the library. Distribute a new-member reading list, display books about basic beliefs, and tell about your library services.

Teas and luncheons also offer opportunities to ask for donations in a graceful way. Ask each person who attends a New Book Tea either to bring or buy a book for the library. When you have a Silver Tea, that implies that guests will bring silver (money) for the benefit of the library. Ask for "bricks" to build the library, books to fill in the collection, or memorials to buy library furniture or equipment.

Recognize each donor. Pin something on his lapel — perhaps a cutout in the shape of a book, a tag, or a library button. Add each name to a list of donors in the library, or publish it in the congregation's paper. Hang the names from a library "tree" made with a branch placed firmly into a bucket of sand or dirt and decorated with fancy paper. If it is a Valentine Tea, hang hearts with the names on an "I love our library" tree. At Easter time, colored eggs make an interesting tree. During Jewish Book Month, use construction paper to cut out replicas of religious articles, such as a menorah, small scrolls, or silver crowns. Money itself pinned to a tree is effective and draws attention to contributions as well.

STORY HOURS

A story hour for children, especially on a school holiday, will please both mother and child. Serve punch and cookies and decorate the room.

One librarian reports: "This year I also started making transparencies from books that we can show in our overhead projector while the story is being read. We have transparencies about Jewish values, ethics, and holidays."[10]

"Storytelling is fun, says Carolyn Keefe. "Anyone who has been enchanted by a storyteller can attest to its entertainment value. . . Their pleasure comes from experiencing the literature itself and watching their listeners react to the oral version." It also is educational, as "the worthwhile story instructs both the mind and heart. . ." Finally, it "serves as a bridge to books . . . Once children hear an exciting story, they want to read it."[11]

Storytelling can include real life stories, too. Michael Williams says:

"We all carry precious cargo of stories in memory. Books, other people, and even our own life add to our store of tales. So the best way we can honor the stories we have inherited, and show our gratitude for the stories that have made us who we are, is by passing them on to others."[12]

Storytellers are available through the National Story League, the oldest organization of men and women in the United States who like to tell stories. They hold conventions and issue the *Story Art* magazine, 555 Tod Ave. N.W., Warren, OH 44485. Local chapters can be found in the major cities and in other places where interest is high. These storytellers generally receive no pay, and go wherever people want stories told. Each storyteller has certain places where she/he goes regularly, such as schools, libraries, old people's homes and orphanages, but they usually are willing to come and tell stories whenever asked. You will find these storytellers to be a dedicated lot.

Doris Hettiger of the Central Middle School (Hartford, WI) says, "The next best thing to a good storyteller is to instill in others the love and appreciation of the art of storytelling and to encourage its practice." She reports that they began a storytelling program to give students an opportunity to develop their talents. They were amazed at the ability demonstrated by these young people and the response of their captivated audience.[13]

Mrs. Mary Potter, a former president of the Washington, DC Story League once said, "Children and old people just like to listen to stories." Among her comments and advice on storytelling are:

A story has to be one you really like and one appropriate to the place where you tell it. The story must be worthwhile and should be tellable.

How do you find stories? You dig for them. It's hard to find a good story or one that you would want to tell. You sometimes read 1,000 to find one you really like.

Should stories be memorized? If you learn it in your own words, you can't get lost. In every story there will be portions in which the author uses a style which is his alone. Your story will be far better if you will memorize these parts, even when telling most of the story in your own words.

How do you cut a story? Cutting a story is one of the hardest things of all. Sometimes every bit is good. The only way is — just cut. Long stories are boring, even though well told.

Try to keep yourself out of the picture. Omit mannerisms and try to keep your own personality out of it.

Marjorie Ellert Berg of Oshkosh, WI, recommends:

"If your church doesn't have a nursery school or daycare center, plan the storytimes to fit congregational needs. Try an early evening or Saturday morning class, and encourage fathers to bring children. If daytime Bible classes are offered by your church, cooperate with the nursery in planning storytime sessions. For example, children can come to the library for a storytime session and then spend the rest of the time in the nursery."[14]

Good planning really pays off when you start to set up a story hour. Children get restless easily, and anything but a well planned schedule invites disorder.

A well-organized work crew is essential, especially when a large group of children swoops down for either tickets or refreshments. You might need guides to point out where to go, a piano player for the 3-5 age group, a helper in each room (let the children tell stories or sing songs until the story hour begins) and someone to manage the refreshments, pour the punch, and help clean up afterwards.

Over 200 children attended one of the story hours held by the Bethesda (MD) United Methodist Church library on a day between semesters in January when there was no school. The children were divided into age groups. Two storytellers were assigned to each group. The storytellers alternated and told about four stories each in one hour, which is about the right length of time for children. The younger children were told fewer and shorter stories with "stretch" breaks in between. The 6-8 group was the largest.

BOOK FAIRS

Book fairs are fun. They can be quite a simple affair with one table, a poster and a few books, or an elaborate display with decorated booths, bright colored streamers or balloons, both new and used books, guest authors, films, and perhaps a chalk-talk artist to entertain.

Margaret M. Seylar writes: "I am very proud of the library we have established in our small country church, Durham Lutheran. We had over 500 books at our book fair, all selected by Committee members who visited the three book stores we used and spent hours selecting books. Our social hall was a veritable fairyland of books, records, browsing corners and posters, all manned by willing workers . . . everyone loved it.[15]

Hold a book fair to encourage the donation of new and useful books for the library. Obtain a consignment of specifically chosen books from a sponsoring bookstore. Post a sign saying, "Give a Gift to Your Library." Display the bookplates that will be in each book given: "In Honor of . . .," "In Memory of . . . ," and "Presented by . . . " Place a sign outside the door to call attention to the display. Allow those who come to buy books for themselves as well as for the library.

Bethesda Methodist Church in Cheltenham, England, obtained a consignment of good books and invited the people of the neighborhood to come for an evening of fellowship.

When you ask a book dealer for a consignment of books, it is understood that you plan to sell the books and return (in good condition) any that you do not sell. Your profit is the library discount which the dealer generally allows.

Many book fairs also feature good used books. Donated by friends of the library, the profit on such sales is one hundred percent.

The annual book fair held by the Metropolitan Memorial United Methodist Church (Washington, DC) was always a gala event, heralded well in advance. They displayed many tables of books of all kinds — from devotionals to children's stories and best sellers. They invited several authors as honored guests and held the fair over two days. A considerable section usually was allocated to

used books. Proceeds of the fair were used to purchase new books for the library.

The following procedures are recommended:

1. Set the date. Coordinate with the office and get on the activities calendar. Try not to compete with other activities. Or, make the book fair a part of another activity, such as family fellowship night, the women's society bazaar, or the annual pancake supper.

2. Decide on scope. How many books can you handle? Remember that books sell best if they are displayed face up. Will you have used books as well as new ones? What types of books? How and where will the book fair be held? How long will it last — one day, or two consecutive days? Two Sundays? Results often are better when the sale extends for more than one day.

3. Plan the promotion. Begin well in advance. Let people know what is coming. If it can be arranged, make at least one announcement from the pulpit during a regular service.

A poster-making contest will start the youngsters talking in their homes about the coming event. Display their posters all around the building.

Ask leaders of groups to announce the fair at their meetings. Telephone people to invite them personally to attend. Talk about it with enthusiasm.

4. Place the order. Also well in advance, make the arrangements for a consignment sale with a local religious bookstore, an area distributor for your denomination's publisher, or a general commercial book dealer. If possible, visit the bookstore in person.

Orders ought to be placed up to three months in advance to assure delivery by the date the books are wanted.

5. Keep accurate records. Make a careful check of all books received. Verify the title and price of each as noted on the dealer's invoice. If the price noted on the invoice differs from that printed on or inside the cover of the books, write the invoice price on the book in soft pencil. Keep a record of all books sold. Make sure that all books returned are in good salable condition, with all pencil marks neatly erased. Settle your account promptly.

One library tied in the season:

The First Methodist Church Library (Madison, WI) held a book fair before Christmas. They decorated the room with evergreen, bayberry, candles, soft lamp lights, Christmas records playing in the background, many balloons, and signs such as "Paperbounds for the Snowbound." Tables were set up by age group instead of subject categories. Books were displayed in various ways — on tables, bookcases, niches, in windows, and so on.[16]

Another library focused on a special theme:

"Rocket to the Moon" was the theme for a successful book fair held at St. Stephen's R.C. Church (Oil City, PA) for the school library. Librarian Mrs. Eleanor Hrinya said that the traditional table displays and book sales were fired with extra fuel because room contests aided the blast-off!

A poster carried out the theme with a picture of rockets in firing position to represent each classroom. Each rocket head was detachable from the launching pad and was moved closer to the moon to mark each book sold. A miniature paper rocket was given to each person to wear when he purchased a book for the library.

A bookplate was affixed inside each book sold, indicating that it had been donated to the library, and mentioning the donor. Printed at the bottom of each bookplate:

Students using this book should say one Our Father and One Hail Mary for this generous friend who gave us this book.

LIBRARY WEEK — CONTESTS

Library Week or library month or library Sunday provide opportunities to promote the library and its services.

A library "Family Sleep In" was a special event during National Library Week at St. Michael's in the Hills Episcopal Church. Some 40 children and adults attended, with approximately half spending the night in sleeping bags on the floor of the carpeted library room. Some came just for the Friday evening activities. Claudia Hannaford writes:

"We set it to begin at 7:30, giving out name tags . . . While people were arriving, the youngsters were to do a word search of library terms. . .

"We began with a puppet show (done by one of the Toledo public library librarians, using their puppet stage and puppets) . . . Then we had about an hour and a quarter of activities in the parish hall. People just went from one 'area' to another in whatever order they wished.

They were asked to bring their own T-shirt to paint. (At other tables they could make) . . . a paper sack windsock with crayon decorations and

crepe paper streamers . . . a sack puppet – again crayons and construction paper to add ears, 'clothes' or whatever on the sack . . . make felt bookmarks . . . When the craft period was winding up, we gave everyone lemonade and popcorn. . . .

"Then we had everyone go back to the library for a 'sing-along.' One of our parishioners brought his guitar. . . After the sing-along, a school librarian who is a friend told stories . . . We closed with about a five minute service to 'Compline.' A youngster was asked to read a Psalm, there were several prayers. . .

"One of the parishioners who didn't stay all night came in early to fix breakfast for those who did . . .I'd gotten the idea from reading in a professional journal that the public library in Salem (OR) does this annually for 200 to 300 children who promise not to watch TV during Children's Book Week to qualify to attend. . . The parents decided whether their children could handle sleeping over 'alone' . . . a parent was on hand for their own family in most cases. . .[17]

Each year the American Library Association suggests ways to celebrate National Library Week. For a list of available materials send a stamped, self-addressed business envelope to ALA Graphics (American Library Association, 50 E. Huron St., Chicago, IL 60611).

Children's Book Week provides an opportunity to involve the children and stimulate their interest in the library.

Tee shirts depicting scenes from their first-grade class's favorite books were painted by the children of some 40 grade-school classes in Englewood, CO, to help the Englewood Public Library celebrate Children's Book Week. The shirts they decorated were displayed at a library Open House during that week.[18]

Ideas and items, such as posters, bookmarks, or a kit for Children's Book Week are available from The Children's Book Council, Order Center, 350 Scotland Road, Orange, NJ 07050. Write to obtain a free catalog.

Kits for Jewish Book Month usually are available from the Jewish Book Council, 15 East 26th St., New York, NY 10010-1579.

In 1989, the Jewish Book Council Kit included two copies each of the children's poster and a general poster, 100 each children's bookmarks and general bookmarks, Jewish Books in Review, and a list of books for a Jewish Book Fair.[19]

Contests sponsored by the library can focus on the interests of users and promote reading at the same time.

In recent years libraries have held very successful photography contests to observe National Library Week. Rules require that photographs be about reading. Winners are announced during National Library Week.[20]

Two Bethany Lutheran Churches in south Minneapolis held an annual reading contest to determine which church would get to hold the bronze plaque. Edith L. Johnson describes how her church managed the contest:

> "Three Snow Persons - one for the men, one for the women, and one for the children - were posted on the wall, and for each point earned, the reader put their name on a Snowball and posted it on a Snow Person." Gift certificates from local eating places were awarded to the winners at a worship service. "There was a great deal of activity in the church narthex where books were returned, snowballs signed, and in the church library where many members discovered what a fine library we have and took out new books."[21]

A two-month children's reading program became an annual event at the Bethel Lutheran Church in Middleburg Heights, Ohio:

> "Joseph's Coat" was the theme for the 1982 program for children through grade 5. The object was to put the colors on Joseph's coat by reading books from the church library. Each child who entered the program received an outline of Joseph's coat and the child's name on it. The coats were kept and displayed in the library.[22]

PROGRAMS FOR MEETINGS

Whenever a scheduled meeting requires (or will allow) a special feature to be presented, ask to provide all or part of the program. This performs a real service and builds goodwill at the same time.

Speakers. Offer a program with a talk about books by a local author, an experienced reviewer of books, or some member of the congregation who can share his love of books with enthusiasm.

How do you find such people? They should be your best library users. Also, watch for announcements of book reviews sponsored by the community. Look for articles about authors in the local newspaper. Ask people from other congregations to suggest good speakers. Keep a card file for future reference.

Make sure that books to be discussed are available. If the church library cannot provide such a display, most public libraries usually can be depended upon to lend a group of books. Authors' books can be obtained on consignment from the publishers, or a local book dealer, to be purchased and taken home after the program.

Library Skit. Use a skit, play, or puppet show to portray the library in action. One idea for a skit about the library starts with a natural family scene. The son complains that he must have walked miles delivering his papers. This starts a discussion which leads back to the days when people did most of their traveling on foot. The daughter states that they have been studying about Paul in church school and wonders how many miles he traveled on foot. They all decide to go to the church library and find out.

In the church library they discover different kinds of material that explains Paul's journey: a map, a filmstrip, an adult book, and a child's encyclopedia. Each makes his discovery in turn. The librarian is on hand to help them tack up the map, thread the filmstrip into a portable viewer, and show them where they can sit down to read and study from the encyclopedia. The family also finds books of interest which they didn't know the library had, and the librarian shows them how to charge out the books before they all walk home.

> "Something Dreadful: a One-Act Play for Library Promotion" by Sarah Walton Miller appeared in the *Church Library Magazine* (July-August-September 1968). After it was presented in a humorous skit at the Annual Conference of the Church and Synagogue Library Association, it was reprinted in *Church and Synagogue Libraries* (September 1969).

One librarian suggested that kind of program can be followed by a good old-fashioned hymn sing or an Israeli sing-along.

Pictures are another way to show the library in action. Use pictures, drawings, photographs, slides, or movies.

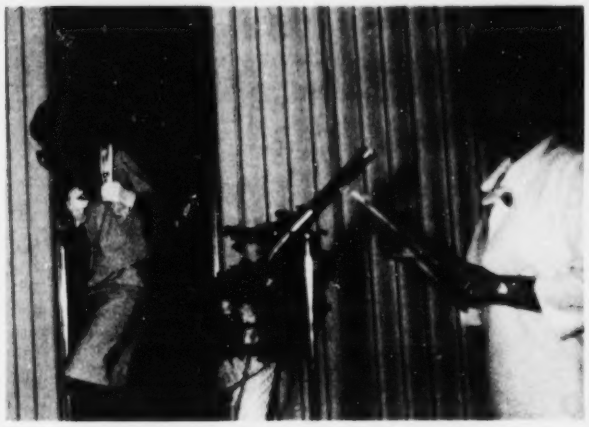
> One church made a set of color slides to show how their library began, grew, and became a vital part of the church program.

Try preparing a slide-show to indicate where material is shelved and how one may use the library. Let slides introduce specific subject materials in the library. In a slide-show presentation about the library at regularly scheduled meetings, have a few of the books on hand to "show and tell." This is an effective way to tie in the library with the theme of a meeting.

Fashion Show. A fashion show provides an opportunity to show off books in a unique way.

Margie Bowling, LaGrange (KY) suggests having a Book Fashion Show." She describes one as follows:

> The secret of a successful show is to involve as many people as possible from three years of age to seniors. . . decide on your overall theme . . . select your books and write out the narration . . . Select music that ties in with the overall theme . . . plan the stage setting . . . personally invite those you want to participate . . . As each model exits the stage, the book is carefully placed on the patio table for the audience to check out a book following the program.[23]



FUND-RAISING ENDEAVORS

To earn money for the library, try putting on a book fair; holding a library tea to ask for new books and contributions; having a game party, a product party, a fashion show, a bake sale or a bakeless sale; inviting speakers and selling tickets; having a tag sale; or perhaps sponsoring a rental collection.

If you plan to offer entertainment, such as a skit, music, puppets, movies, or a talk by an author, sell tickets in advance, or ask for donations the day of the event.

Tag Sale. Sell tags for people to wear that read, "I Am a Library Booster." Pick a special day, such as your library anniversary or National Library Week for the sale. Tie in other publicity about the library — its growth and its virtues — with the buying and wearing of the tags.

Game Party. A game party is easy to give and fun to attend. It can be small enough to be held in a living room, or large enough to require a hall. Four players make up a table and each table chooses its own game, whether it be bridge, dominoes, or a game from the library. A modest prize for the winner at each table, along with refreshments, makes the party complete.

Product Party. A party can be different when it combines shopping with playing games. Games are played involving the entire group, but the purpose of the party is to display and sell a product. Ask your local Chamber of Commerce about product parties available in your area. Contact your local book dealer about sponsoring a book party for you.

Bake and Bakeless Sale. A bake sale is an old standby. However, a bakeless sale could be a real novelty. The following catchy rhyme was adapted from a letter distributed by a group in the Washington, DC area:

A Foodless Bake Sale

A bit of news we have today:
A Foodless Food Sale is on the way.
In these busy days, now who could bake
Pies or cookies or even a cake!

You'd be surprised if you counted the cost
of material, heat and the time you'd lost.
Cooking for sale is extra work,
Yet nobody really wishes to shirk.

So we've thought of a plan that's truly grand
And feel quite sure you'll understand.
In the enclosed envelope please put the price
Of a pie of cake or something nice.

Without fuss or bother you've done your part.
We're sure you'll give with a willing heart.

This is the end of our little tale,
Wishing success for our Foodless Food Sale.

Your church library is seeking in this manner to raise a goodly sum to be used to . . . . . The Library Committee has chosen (date) as "closing day" for our unique bake sale. We sincerely hope to hear from you before that date.

(signed)
Chairman, Library Committee

BUILDING GOODWILL

Goodwill for the library is built with special activities. Be sure, however, that the events you promote are appropriate for the library sponsorship. Try dramas, movies, puppet and marionette shows, musicales; trips to interesting places; storytelling or reading contests; and such worthy projects as remedial reading clinics, study halls, hobby clubs, and discussion groups.

The Free Public Library of Sparta, NJ, started planning literary birthday parties to offer parents an alternative to home parties or parties at fast food restaurants for celebrating a child's birthday. Elaine Landau, library director, explains:

> "We wanted to firmly reinforce the concept of the library as a wondrous resource area - but also, as a place where celebrations are appropriate. We firmly believe that the magical quality of a well-spun story can match the lure of any game - pin-

ball or video – if it is set within a complementary framework." One particular party that went over well with a group of seven-year-olds had a balloon theme. They showed a video about balloons, had someone demonstrate the art of making balloon animals, and every guest was presented with a large balloon to take home. [24]

"Second mile" service produces friends and influence that can be called upon when needed — selecting a new location, establishing a budget, or creating trust that will get leaders and other individuals to use the library and read.

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5. CREATING AND REPORTING NEWS

What makes news? People and events make news. Well-known people. Interesting people. The oldest. The youngest. The one who reads the most books. The individual or group who uses the library the most, or least, or is unusual for any reason. School children might use the congregation library to prepare lessons for school, or a church school teacher from a neighboring denomination might use your library reference books, or perhaps the rabbi of a local synagogue is a regular borrower. These are all newsworthy stories.

Events marking milestones also make news. The library has an anniversary or a birthday. An anticipated yearly occasion, such as the second library luncheon or the fifth annual story hour, finally arrives.

> First Lutheran Church Library (Ellicott City, PA) made a poster saying, "Congratulations on Your Second Birthday." Then they borrowed sixty-four paintings from eighteen individuals for an art show and anniversary tea. Another poster announced the event.

Something new and different, an event that happens for the first time, is news. The first "weeding" of the library is done and the books taken out of the collection will be sold. An unusual gift-Bible is received. The library sponsors a feature film. A combined book fair is sponsored with other librarians. A new book is published by a member of the congregation. (Offer to review it for the local newspaper.) News can be found in the library's annual report: the library's growth, new materials available, events sponsored, and other successes.

Newsworthy events include appointments to committees, honors, achievements, attendance at conferences, and activities of the library committee. Special programs include book reviews, discussions, exhibits, book fairs, fund-raising activities, study groups, library tours, reading clubs, and others. Announce new resources and new services. Tell about the large print books, home delivery to shut-ins, family vacation book kits, evening study hours, and the remedial reading classes.

NOTICES AND ANNOUNCEMENTS

Notices should be brief. One or two lines are enough to give the date, time, location of a special event, or the name of a book the library would like to have. They also should catch the eye.

> WANTED: The library would like to have the *Harper's Bible Commentary* (Harper & Row) $32.50.

Post Notices. Place them where they will be seen.

> A great deal of interest was aroused in the showing of a movie at the Bethesda (MD) United Methodist Church when, before the posters were made, an eager ten-year-old printed his own announcement signs and attached them to every bulletin board in the church — weeks before the showing. These simple notices elicited comments such as, "Is it true?" "Are you really?" The event drew an overflow attendance.

Sometimes a worthwhile event falls short and does not get the response you expected. Ask yourself: Was it announced early enough to allow people to make adequate plans? Was it visible enough? Did it contain all the important information, such as who, what, when, and where?

Church Calendar. Add library dates and events to the official church calendar, so they will not conflict with other scheduled activities. This also makes it more likely that the event will be picked up and announced in other ways, such as in the church newsletter.

Telephone Calls. Personal contacts are effective. They often produce good results. Ask each person on the library committee to make the telephone calls to invite people to attend an event. The turnout is certain to be greater than if no calls are made.

Booklets that present information about the library also can include notices of announcements.

> The First Baptist Church Library (Weymouth, MA) prepared a booklet to ask for donations of gift books. They cut out a paper key of a contrasting color and pasted it in the middle of the title, "You Hold the (key) to Our Church Library." Help us open the doors of our church library," it read, ". . . providing resources for a more abundant life." Listed on the back were the reasons for their belief in a church library.

> Another library asked for gifts in this way:
> An eight-page illustrated catalog was produced by the Sacramento (CA) Public Library to encourage patrons to purchase items needed by the library. The list included stuffed storybook animals, audiocassettes, magazine subscriptions, and a puppet show for youngsters.[1]

Leaflets. A program leaflet that announces an event can be designed to fit on the tract rack, to be inserted in a worship bulletin, or to serve as a self-mailer. Try handing them out at the door or placing them beside a poster, to be picked up.

If the program is of interest to the community, give bundles of the leaflet to the public library to distribute. Give them also to any groups that are involved, and possibly to the local college library as well.

REPORTS AND PROMOTIONAL TALKS

Reports are easy to write if you remember that figures alone are dull, and almost everyone loves a story. Summarize your statistics, and then give one or two specific examples.

"We circulated a total of twenty-five hundred books last year, which averages over two hundred books a month. Last month over three hundred books were taken out."

Compare your statistics with some figure that your audience will understand.

"We added five hundred books last year, which averaged one-quarter of a book for every member of the congregation."

Have positive suggestions to make. Avoid registering a complaint, such as how many books were not returned on time. Emphasize your successes. Above all, be enthusiastic.

Annual Report. An annual report just before budget time is an excellent way to summarize library progress and make a bid for future support.

Include in your annual report a summary of basic goals. Indicate specific objectives achieved during the year. Outline your plans for the future. Then, distribute copies of the report to the pastors or rabbis, the official body of the church or synagogue, and heads of the major program areas, including the education director.

Presentations. Ask to be placed on the agenda for upcoming meetings of important groups. Talk about the library and its progress. Tell about the library, what it has achieved, and what yet needs to be done. When it is presented in person, your story comes alive.

Just as book talks help to sell individual books and encourage people to read, reports and speeches help to sell the library and the ministry it provides.

NEWS AND FEATURES STORIES

Write stories about the library for the parish paper or send them in to the local newspaper. Remember, however, that yours is not the only activity clamoring for attention. A few rules assure you better results.

News Items. Be sure your news item is something different. Be accurate in the details you furnish, especially in the spelling of names. Start your story one-third of the way down on the page, double space your copy, and use one side of the paper only. Use the present tense, if possible, and simple sentences. Furnish good action pictures, if you can, in glossy black-and-white prints. Be sure to identify the action and the people in the picture.

Submit the story two weeks in advance of publication, with the name and telephone number of a person the paper can contact for further information. If your story is used, remember to send a note of thanks.

Suggestions for preparing stories for newspapers and media are summarized as follows by William Gentz, editor of religious and inspirational books:

1. First and foremost — just tell it! Tell the story as simply and directly as possible. Use short sentences, short paragraphs, understandable words.
2. The lead (first paragraph) is the important thing. Get in as many of the five *w*'s as possible (and one *h*): who, what, where, when, why, and how. Usually the when comes last.
3. Write the facts in order of descending importance. Put the important things first. The easiest method of cutting in the newspaper office is to lop paragraphs off the bottom of the story to fit available space. (Study the articles in your local newspaper for guidelines as to their style and policies.)
4. There are two points to remember. First of all, names make news. Get as many names into the story as possible, especially for the smaller papers. Secondly, play up the local angle. Don't tell the Philadelphia papers about what is happening in New York (unless a Philadelphia person is involved).
5. Watch deadlines. Get the story there on time.
6. Don't forget the little papers. The suburban papers or the small town papers will be more likely to use your story anyway, and these are often more thoroughly read than the larger papers.
7. The old "man bites the dog" cliche still holds. The unusual makes news.
8. Type your story. Leave room for a headline by starting one-third of the way down the first page. Double space always. Use only one side of the paper. Use a good ribbon.
9. Identify photographs (they should fulfill the criteria above). Large pictures reduced are clearer than small ones enlarged. Use black-and-white glossies.
10. Put your name and telephone number on the story.

Feature articles about the library might show how it began, the special services it renders, or some unusual way of dealing with pictures, music, audiovisuals, et cetera.

When our library obtained a new Book Return bin, an article about it (with a photograph of a child returning a book) appeared in the church newsletter to let the congregation know.

Editors of religious periodicals are eager to get material on how someone handled a church problem. This is excellent publicity on a broader scale and enhances your prestige locally as well.

Not all congregational news will have broad enough appeal for the commercial press. You can make your story of interest to a broader audience. Show how your story fits into the larger scene — the church or synagogue itself, the neighborhood, or the nation. Look up

background information and supply other facts (accurately) along with your own. How does the size of your library compare with other libraries in the neighborhood? How many people, as old as your oldest borrower, still use the public library? What are some pertinent facts about the history of similar libraries around the country? Some of the earliest libraries in this country were founded by church parishes. This kind of information helps your story to make the local press.

News and feature stories about the library are of interest to your congregation. Send news in letters to the membership, or hand out flyers at the door, or through the Sunday school, and at meetings.

Special newsletters. Target specific groups, such as youth or children, by issuing special library newsletters just for them.

> During the summer months a few years ago, the library at Bethesda (MD) United Methodist Church produced "Library News," a one-page newsletter for children. It was the brain child of library committee member Carol Wolf. In it were Reading Club News, a list of interesting new books in the library, and fun features. One feature was a "Library Quiz" which asked questions about favorite children's books: "Who wrote . . . ? How many pages are in . . . ? Who is the illustrator of . . . ?" Another feature, "Word Find," presented a square of letters with the challenge: "Can you find the books in the New Testament? Search across, down, and diagonally." Needless to say, the newsletter was well received.

PRESERVE CURRENT HISTORY

The library is the natural focal point for collecting and preserving current news for future history. In this regard, the library has a real opportunity to create a very personal bond of goodwill with the people of the congretation. The scrapbook is one item. Others are the weekly bulletin and the monthly paper. Collect a clean, unfolded copy of each as it is issued and bind them when you have enough to make a volume. This is history in the making.

Memorial notebook. Keep a record of gifts to the library. A "Memorial Notebook" is a worthwhile way to keep track of each item given, the donor's name, how it was given (if in honor of or in memory of an individual or group) and the value (if appropriate). Such a notebook can be displayed - on special occasions, such as anniversaries, or when gifts to the library are being promoted.

Picture Congregational Life. Take or have someone else take movies, slides, or still pictures of local activities and rites that recur regularly. These can be used in the Sunday school, for leadership training sessions, or at meetings. The Men's Club pancake supper, the children's Easter offering of flowers, a story hour, choir rehearsal, bar mitzvah, baptism, communion service, and so forth are possible suggestions for pictures. The films and pictures can be circulated from the library or maintained there for reference use.

Record on Tape. Record the sermons for your shutins. Let the young people know how their discussion meeting sounded, or how it looked on videotape. Record special talks and musical events for future reuse. Ask your favorite storyteller to record stories for the children. Be a real service to the active life of the parish.

Scrapbook. Clippings about the library and its activities make interesting scrapbooks. They also will become part of the historical record.

> The librarian of Christ Episcopal Church (Oil City, PA) says, "Our library scrapbook is a very complete record of everything we have done here in the way of promotion and library-sponsored activities. We had on our library committee a gentleman in his eighties whose hobby was photography and he was wonderful about taking pictures of book displays and activities for us." The effort paid off in many ways. One year their scrapbook won the much publicized John Cotton Dana Publicity Award presented by the American Library Association.

Records. Collect information about members of the congregation. Who have been the preachers? What ties does the church or synagogue have with historical figures of the past? Has there been controversy? What of note has been done in the community? Official records, especially old ones before 1850, are valuable to historians. Old tithing records, cookbooks, hymnals, bulletins, and such tell about how people used to live.

> Joyce L. White, librarian/archivist at the Christ Cathedral in Salina, Kansas, says that in addition to reports of the congresses and conference of the denomination, "the church library also is likely to have directories and histories of the local congregation."[2]

This is social history which the librarian can have a share in preserving. Use this information for feature stories. Display the records with current books to promote reading about one's religious heritage.

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6. POSTERS, BULLETIN BOARDS, AND DISPLAYS

Handbills, news stories, and verbal communication reach some people. Visual displays will reach others. One type of publicity can reinforce another. Posters, bulletin boards, and book displays are very effective in calling attention to individual books and the kinds of material to be found in the library.

PLANNING

The visual display should have a purpose, so begin with a plan. Decide what end you hope to achieve, and direct all efforts toward that goal. Remember the basic principles: attract attention, arouse interest, create a desire, and lead to action.

Subject. What do you want to tell? The display might be about a coming event, books in the library, congregation history, or services. It also might be about the community, families, holidays, or vacations as they relate to books.

Choose one subject at a time and determine its limits. Remember the audience for whom it is intended. Tell about the new books in the library for children, or for teachers, or for senior citizens. Describe the special books for Bible study, for devotional reading, or for family recreation. Call attention to books available that relate to the minister's sermon of the week, the choir's anniversary, or topics of current concern in the community.

> At a "tea" for church school teachers, the librarian of Christ Episcopal Church (Oil City, PA) began with a small chalkboard and wrote the caption CHURCH TEACHINGS to call attention to a selection of resources needed for the coming year and available in the library.

Mood. The mood must be appropriate for the subject and purpose. For example, you would not use a clown and balloons to present books on drug abuse, or blacks and grays to announce the forthcoming puppet show. Mood producers often are quite subtle, since they appeal to the emotions. It is helpful to be aware of simple techniques which establish a mood that communicates the feeling you want to elicit. More will be said about this under color, line, and texture.

Format. Decide on the format most suited for the purpose. Can a simple poster tell the story? Perhaps there are so many facets to the subject that a bulletin board will be needed. The impact might be greater with a three-sided display on a table. Perhaps a combination of these would be most effective.

Captions attract attention. They also arouse interest. A provocative slogan or jingle adds bounce to an otherwise static display. The action verb puts life into a label. "Reading is Fun." "Wake Up and Read." "Adventuring with Books." These are slogans used in past years to publicize National Library Week.

> Upstart Library Promotionals once used a plastic bag with the caption imprinted: "Let the Book Bug Bite." A cute cartoon bug held a sign that advertised bookmarks, posters, mobiles, games, bulletin boards, T-shirts, buttons, balloons, and other materials available.

Ideas for captions can be found in newspaper headlines, in the title of magazine articles, or by looking over the titles of some of your new books. Watch for the announcements of new books and the captions used on publishers' advertisements. The following were chosen at random from these sources.

> Spice Up Your Life
> A Children's Book Week Happening
> Children You Love, Love Books
> The Ages in Tension
> You Are Invited . . .
> Blueprint for the New
> Keeping Up with Youth

A good caption is brief. It tells its message at a glance. It is affirmative (usually), legible, and in good English.

Articles in *Church and Synagogue Libraries* frequently contain ideas for subjects, captions, posters, bulletin board displays, and even events to observe during the month.

COLOR, LINE, AND TEXTURE

Basic elements of the visual presentation are color, line, and texture. They suggest motion and attract attention. They provide focus and direction. All three work together to establish the mood.

Color. Each color, because it provides associations, has an emotional meaning of its own. Mrs. Sylvia Montgomery, in a presentation on "Challenging Women to Read" before a women's fellowship group, summarized these, as follows:

> BLACK: A symbol of death, underworld. Black is color of "Prince of Darkness." It suggests mourning, sickness, negation, and death. As the traditional color of mourning, it is the Christian liturgical color for Good Friday.
>
> BLACK with WHITE: Symbolizes humility and purity of life. Used as the color of the habits of many religious orders.
>
> BLUE: Color of sky. Symbolizes "Heaven and Heavenly" love. Color of truth. In many paintings, both Christ and the Virgin Mary wear mantles of blue. In the Christian church, blue is the traditional

color for the Virgin. In the Jewish religion, blue and white are colors of the tallith and of the Israeli flag.

BROWN: Color of spiritual death and degradation. Also, renunciation of the world.

GRAY: Color of ashes. Signifies mourning and humility, because it symbolizes death of the body and immortality of the spirit. In paintings of the Last Judgment, Christ often wears gray.

GREEN: Color of vegetation and spring. Abiding life. Symbolizes the triumph of spring over winter, life over death. As a mixture of yellow and blue, suggests charity and the regeneration of the soul through good works. Also, symbolic of eternal hope.

PURPLE: Associated with royalty and imperial power. As such, is used as symbol for God. Also, color of sorrow and penitence, watching, fasting. This is the Christian liturgical color for Advent and Lent.

RED: Color of blood — highly emotional. Symbolic of love and hate. It is the Christian church's color for the martyred saints and is used in robes of the cardinals. Recalls divine fire, fervor of faith and zeal.

VIOLET: Love and truth, passion and suffering. Worn by penitents.

WHITE: Innocence of soul, purity, holiness of life. Color of light, sometimes represented by silver. The Christian's liturgical color for Christmas and Easter. Used for brides, confirmation and baptism. The yarmulke, or skullcap, sometimes is white. White is worn by many Jews for the high holidays.

YELLOW: Two opposed symbolic meanings, depending on how it is used: Dull Yellow — infernal light, degradation, jealousy, treason, deceit. Golden Yellow — the emblem of sun, divinity, or a symbol of revealed truth.

Hues, shades, contrasts, or compatible pairings of colors offer a wide variety of choice. Pastels are subdued and restful. Psychedelic colors cry out with motion. A drop splash of solid color on a pastel background (or the reverse) brings attention to that spot. Blue on blue produces a quieter and more respectful mood than red on yellow, which will contrast light against dark and dark against light. In the extreme, this produces the silhouette effect.

Colors used in one visual display should live companionably together or clash outrageously — nothing in between. The comfortable compatible groups asks for a positive, pleased, and accepting reaction. The clashing group asks for a negative, rejective response. Compatible combinations are needed for subjects such as God, church, home, and family. The uncomfortable combinations are needed for subjects that beg for change, such as starvation, discrimination, and other social ills.

Line. Lines have meanings of their own, too, and help to establish the mood. Because of this, they can be used to attract attention and to simulate motion that guides the movement of the eye to the message.

HORIZONTAL: Resting, balance, temperance, serenity.

VERTICAL: Standing, attention, anticipation, growth.

DIAGONAL: Fast moving, action, projection, desire.

CIRCULAR: Slow moving, progress, life (broad sense), enjoyment.

Lines are both seen and unseen. The seen lines are obvious because they are drawn there. Unseen ones are implied by a pointing finger, an arrow, the pose of a human figure, or the grouping of a series of objects. Both kinds of lines are important.

The fineness of line, the size, the spacing, the slant, the position in regard to other elements of the visual display, all convey a message or create an illusion. Thin lines and figures leave the feeling of delicacy or refinement. Bold lines and large letters emphasize loudness, attention, and command. Italics generate reverence and respect. Straight, even lines are prim and respectable. Fat, lopping lines are relaxed and informal.

Just as there are many hues and shades of color, there are a variety of shapes, spacings, sizes, and styles of lettering to choose from. All lines, however, should be seen in relation to the whole; they should be appropriate for the subject and in keeping with the mood.

Texture. The sense of touch is a part of our learning experience from the time we are very small. Textures remind us of feelings we have experienced and help to set the mood. These textures can be real (autumn leaves) or simulated (a picture of rain drops on the window).

Textural items often used in displays are:

CLOTH: Velvet, burlap, satin, brocade, cotton, chiffon, silk, wool, canvas, netting, flannel, carpet remnants.

FOOD: Grapes, apples, nuts, bread, wine, beans, noodles, crushed egg shells.

NATURE: Dirt, rocks, pebbles, sand, water, snow (simulated, of course), trees, leaves, flowers, feathers, straw.

PAPER: Textured wallpaper, metallic paper, sandpaper, corrugated paper, newsprint.

LETTERING: Yarn, twine, rope, raffia, pipe cleaners, drinking straws, ribbon, sculptured paper (scored and bent).

OTHER: Wood, rubber, sheet cork, metal foil, chicken wire, barbed wire, metal screening, glass, silver, pearls, shell, porcelain, handicraft, toys, mirrors, tools, and objects of all kinds.

Used as an entire background, or merely an accent that ties in the theme, texture is important to the mood. The desolation of a desert is portrayed with burlap, sand, and rock. The warmth of a fireside is suggested by wool, apples or nuts, and wood. The holiness of sacraments can be represented by grapes, fine bread, silver, and velvet. Human emotion of observing the sacraments can also be portrayed with wood, rough bread, earthenware, and canvas. Both might be worked into a display of contrast.

PLAN THE ARRANGEMENT

The arrangement of all the elements of a display should be in balance, and yet emphasize or focus on the main point of the message. Draw out a rough sketch in advance to help determine the most effective design.

Formal balance is like the statue of Justice holding equal weights on either side of a central focus. In a display, elements of equal size or importance are placed opposite each other. This can be two equal wholes, one whole and two halves, or one whole and four quarters. The dominant element on one side is balanced by elements of equal value on the other. The dominant element can be centralized with lesser elements flanking it on either side, like the triptych. Lesser elements can surround the dominant one radially, like the spokes of a wheel.

Informal balance is achieved by varying the size, intensity, and position of elements in relation to each other. This balance may not readily be seen. The weights are there, but the actual lines of triangles, radials, or squares are invisible. For example, a pyramid of color begins at a bottom corner and narrows at the opposite corner, book jackets (more or less the same size) are superimposed on the pyramid, a caption fills the sky and books solidly hold down the other corner.

Study the balance in displays you see every day, like billboards, advertisements in magazines and display windows. Also, look for ideas in the many books and pamphlets put out as teachers' display aids.

Space dividers. Like panes in a window, panels in a door, or windows in a house, space dividers add interest and serve a useful purpose as well. They provide balance, set the stage for the message, and cut an expanse of space into smaller, manageable pieces.

Lines are common space dividers: horizontal, vertical, or circular. Lines may be drawn and painted, or made of tape, yarn, rope, string, cloth, and other objects. They are fences, blocks and boxes, steps, stepping stones, a string of bubbles or balloons, tree branches, ripples in a pool, clouds in the sky, a scale of music, rays from a star. They are paths formed by a wide cross, a zigzag arrow, a meandering curve, or a draped fabric. They also are frames and mats placed in relation to each other. They are just plain lines that divide.

Frames and borders call attention to the space that is framed, such as a drawing, an announcment, or a photograph. Make frames from construction paper, wall paper, wrapping paper, or from many other materials. Wraparound cardboard frames can be made with yarn, ribbon, string, metallic thread, raffia, or cloth. Or try using a real frame itself.

A wavy line around the edge forms a frame. A border of icicles, flowers, scalloped corrugated paper or fringed crepe paper creates a frame.

Frames need not be square. They can be any shape, like hearts, rabbits, or flowers, for example.

Mats, placed beneath pictures, give the illusion of a frame. A single sheet of construction paper, or two or three compatible colors which overlap, make a simple mat for pictures, book jackets, or objects. Fold a mat sideways and it looks like a book. Fold it at the top and it becomes a tent. Make interestingly shaped mats in geometric or free-form figures, such as raindrops, umbrellas, thought-clouds, petals, or pumpkins. Create unusual effects with finger paints, spray or spatter paint. Cover a mat with glue and sprinkle it with glitter, sand, confetti, or similar textured materials.

Lettering divides space, too. Captions can be placed one-third of the way down on a page, or run from corner to corner in a slant or as stepping stones of words. The same special effects that create interesting mats and frames make interesting letters, too. Draw free-form letters with a felt tip pen, watercolor inks, crayons, or chalk. Cut them out from construction paper, carpeting, cloth or old book jackets. Make them from other textured materials, such as yarn, raffia, ribbon, or string starched and pinned to form letters.

Commercial letters are available in complete sets and many sizes. Ceramic or plastic letters with pin backs may be purchased from library supply companies. Demco, for example, offers lettering and letter boards. Stencils and precut punch-out paper letters are available at art supply stores. Whole words or letters can be cut from calendars, magazines, or newspapers.

Eye Line and Direction. Direction should be, generally, from left to right and should lead to the main point, and focus there. This might even be off the board or poster altogether, to a display of books.

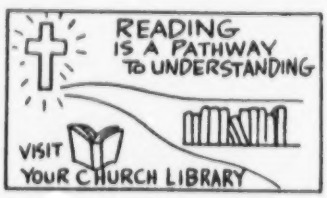
The eye is guided by a logical sequence of items. It can be led from one stopping place to another by connectors that tie pictures together. These are strips of paper, yarn, or ribbon, a film from a reel, or even an uncoiled spring.

Try one of the following: elements of the display superimposed on a straight, S-curve, or zigzag path; sparks flying from a blast; a camera aimed with lines toward pictures; a hand holding string attached to book jackets; pages dangling from a mobile; a train of cards to carry the message; reaching arms; a pointing finger; people looking in the same direction; small shapes that get larger as they are repeated, such as mats made in the shape of stars, or spotlights, or snowmen.

3-D Effects. Things that stand out from a flat surface make a display more interesting. Such three-dimensional effects can be achieved with paper or cardboard rolls, folds, cuts, curls, and twists, or boxes, pedestals, stands, and shelves. Use pins to overlap parts of a cutout or hold a frame away from its background picture. Mirrors give depth to a display. Use artifical flowers, tree decorations, balloons, toys, statues, or pipecleaner people. Try silhouettes, snowflakes, popcorn strings, or cotton puffs. Fasten a book jacket to a poster or let pegboard holders hold the book itself. Many little items, such as keys, paper plates, straw baskets, and almost any handicraft constructed in school, lend themselves to such use.

MAKING POSTERS

A poster tells one story, usually words, or pictures, or a combination of both. Objects fastened to a poster help to attract attention and give it depth. Posters should be simple, neat, and uncrowded.



Plan the general arrangement on the poster board you have selected. Remember that simplicity is the key word. Do not crowd. Decide if the elements will be radial with space-divider mats that are arranged in readable order, or tied together with connecting lines.

Since an unusual poster attracts more attention, try different ideas. Fasten a real clothesline to a poster and let brightly colored "clothes" help carry your message. Cut a basket in half and fasten it to the poster for a three-dimensional effect. Attach an item with a piece of cork or sponge touched with glue, to make it stand out from its background. (Look through old greeting cards for figures of Bible characters, animals, et cetera.) Use flowers, colored pictures of books, or cartoons. A clown holding a hoop that contains a message, or a child blowing bubbles of various sizes which give information are good. (A child's coloring book is a good source for basic pictures to trace or cut out and color for use on a poster.)

> "Especially helpful for the non-artist," says Ron Klug, "is *The Christian Pattern Book*, compiled by Herb and Mary Montgomery (Winston). It includes traceable patterns for butterflies, angels, 3-D fish, sheep, birds, and other objects — with dozens of ideas for their use in posters, displays, invitations, and gifts."[1]

Be on the alert, especially in schools and in bookstores, for poster ideas that can be adapted for your use. Look for publications which carry poster suggestions. Ask at the public library for books or pamphlets on posters which are certain to contain examples and illustrations.

Sets of library posters can be purchased at some denominational bookstores and from headquarters of National Library Week and Children's Book Week or other commercial sources.

Back-to-back posters make mobiles, if they are hung with a string. Paste a gummed picture-hanging hook on the back of one of the posters near the top to anchor the string. Then, paste the side and bottom edges of the posters together. Hang poster mobiles where a gentle movement of air will keep them in motion.

Make poster cubes by fastening four different posters to the four sides of a square box (remove the top and bottom). Hang the cube with a string fastened from a hook to each of the four corners, or make it the central focus of a four-sided display.

Banners are posters, too, and are meant to be hung. Usually they are made of fabric background on which figures and letters are sewn or pasted, to portray the theme.

Alta Mellinger of Villa Park, IL, tells of making a banner based on the theme of Peace:

> I decided to use Isaiah II as my theme . . . where it speaks of the lion and the lamb lying down together when Peace shall reign in the world. I took light blue fabric for the background and in the upper right hand corner I spelled the word "Peace" in white letters whose shape formed a dove. The bottom of the banner had the words "Pax . . . Isaiah II . . . Shalom" in green tapestry material with the bending forms of the letters suggesting blades of grass.[2]

Such a banner could be used to focus attention on a display of books for Bible study.

ARRANGING BULLETIN BOARDS

A bulletin board may tell many stories. It provides the possibility of using a great variety of materials: posters, clippings, book jackets, typed notices, pictures, and objects. Items on the bulletin board should be arranged with care to avoid a cluttered look. Take down out-of-date material promptly. People stop looking when the message is always the same. Never let yours become a "bulletin bored." Keep it current and lively.

Choose the theme and then decide on the basic arrangement of the entire bulletin board. Give attention to dividing the space effectively. Choose colors and materials which will be appropriate for the theme. Assemble everything you will need and go to work. Begin with the background and build toward those finishing touches.

The bulletin board offers opportunity to display posters along with objects, information, or books. For example, a list of new books can be the hub for a wheel of book jackets. If the caption announces new books for fall, use colored leaves from the yard to emphasize the season and add a touch of interest.

> A bulletin board arrangement to publicize a paperback drive was prepared by a sixteen-year-old library assistant using construction paper with background touches of tissue paper. At the top, the caption was "SHARE" and at the bottom, "Donate Your Used Paperback Books to the Library — Give and Receive." [3]

The use of a portable bulletin board is described by Jacqulyn Anderson of the Church Library Department, Baptist Sunday School Board, as a way to liven up a presentation when church library workers are called upon to give book talks or in other ways promote use of the library. Book jackets, captions, and small objects may be affixed to the bulletin board. Here are her instructions for an inexpensive, easy-to-make portable bulletin board.

> 1. Secure a suit or coat box from a clothing store. The size will be determined by your needs, especially the size of the room in which you will be speaking.
> 2. Crumple old newspaper and completely stuff the box.
> 3. Close the box and secure it completely with masking tape.
> 4. Spray the box with neutral paint, perhaps sand or green.
>
> That's all there is to it. You have your own visual aid for your next book talk.[4]

Kathleen Keeler, Children's Librarian at the Orange County Public Library in Costa Mesa (CA) developed a unique bulletin board. She reports it as follows:

> I developed a "booktalking" bulletin board which has proven very successful. To create one, you must first select a book that can be represented visually.

She used a large reproduction of the main character as the focus of the bulletin board and surrounded it with cut-outs of items or scenes from the story and added a catchy caption. A copy of the book was nearby. She adds:

> A fun variation on this simple bulletin board is to make it an interactive experience for the child. By using velcro on the back of the various items, children can detach them and, in telling the story, actually place them (somewhere else on the bulletin board) . . . Such a display makes the library a fun experience for your patrons. The payoff is having children excited about coming to the library and anxious to check out the book advertised on the board. . . "[5]

CREATING BOOK DISPLAYS

Preparing a display of books, objects and other materials offers a wide variety of opportunities to be creative.

Show Off Materials. The purpose of a display should be to call attention to books and other library materials. Feature old and rare books, unusual books, or timely and topical books as well as actual records, tapes, teaching pictures and other media. Display them with objects, pictures and appropriate posters to tie in the concerns of the congregation with the services of the library. These concerns cover a great range of subjects — from God and the spiritual life to Scouts and local elections.

On occasion, display materials that appeal to the interests of a specific age group. Along with story books for children, include a few jacks and a ball or a collection of dolls.

Timely and Topical. Exhibits arouse more interest when they reflect current interest and events. Consider the annual gathering of leaders and committees to set goals and schedule calendar events for the coming year.

> At a congregation-wide planning session at the First Presbyterian Church (Cranford, NJ) the committees themselves set up displays about their own work in order to introduce resource materials in a dramatic and impressive way. A mural of a tree and its branches told the story of stewardship and its various responsibilities. The youth group worked out a display on teen-age activities and interests. Other displays featured materials for worship, for children, et cetera. One was about

the church library itself. An important feature is that it involved a large number of people in promoting books and library materials.

Be alert for events that capture the imagination of the congregation.

An exhibit of books and materials about Bible lands welcomed the associate pastor of the Bethesda (MD) United Methodist Church back from a trip to the Holy Land. Large letters glittered (rubber cement and "glitter" purchased from the dime store) on the backdrop which said, "Welcome Home, Dr. Coale." The center of the *o* in his name had been cut away and showed his smiling picture. The picture was borrowed but did not need to be cut because it was taped to the back of the sign in proper position, with masking tape. (The same technique can be used with the word *you* and a mirror behind the cutout *o*).

Linda Miller, media library staff member at the Central Baptist Church, Sanford, (FL) suggests a trip to the zoo to bring children into the library. She says:

"Use stuffed animals to turn your media library into a 'zoo.' Make 'cages' from poster board or wooden slats . . . " She used stuffed animals in the cages and animal posters on the wall.[6]

Locate for the Audience. Use a display setting that will attract the audience you hope to reach. Display materials of general interest in the library itself — on top of the card catalog, on a table against a wall, or on a bookshelf which has been cleared for the purpose. If the shelves are removable, remove one shelf and line the entire area with colored paper. This makes quite an effective display case.

Try setting up a display outside the library — in a trophy case, on a table in the hallway, or in a classroom.

For many years St. John's Episcopal Church (Chevy Chase, MD) featured a "Bookery", a large folding book cabinet, in a well traveled hallway. On Sundays and at other special times it was opened to display and sell books. Profits helped buy new books for the library.

Many have found it rewarding in terms of promotion to build a display case in the wall of a hallway near the library entrance. Most satisfactory is a case with sliding glass doors, removable glass shelves, and indirect lighting along sides of the case, just inside the front. Indirect lighting cuts down on the shadows that might be caused by objects on the shelves. A bulletin-board lining is useful for easy mounting of paper, pictures, and lightweight objects.

"Everyone enjoys our library display case," says Catherine Porter of Monte Vista Christian Church, Albuquerque, (NM). "One month we displayed a member's shell collection with the mollusk labeled as the type Lydia used for her purple dye during New Testament times."[7]

Display books for special events or for specific age groups where these events take place or where the people congregate.

Try displaying books in a corner of the youth lounge, on a low table in a nursery classroom, on a book cart in the entryway, and near the front of the stage during a featured program.

Their 4th annual Outdoor Library Exhibit, held at the close of a Sunday morning worship service at the First United Methodist Church, Huntsville (TX), is described as follows:

"Books, teaching aids, and videocassettes were displayed on tables placed on a sidewalk in a heavy traffic area. As people left the sanctuary they could stop and browse and check out items to take home. . . The tables were decorated with tree branches, colored leaves, and baskets of fall flowers, gourds, pumpkins, and apples. Punch was served."[8]

Backdrops and Settings. The location of the display influences the kind of backdrop needed. The following are basic settings.

TRIPTYCH. A backboard with wings on both sides to form a three-paneled display area. Usually, the side pieces are the same shape and height as the backboard, like shutters standing almost completely open on either side of a window. A triptych can be made from any three sections of cardboard, joined with tape or plastic display hinges available from library supply companies. For an interesting variation, substitute a column of loosely rolled cardboard in place of the basic backboard.

SHADOW BOX: A six-sided box with the front side partially, or entirely, removed for a view of the interior, allowing a three-dimensional display area inside.

NICHE: A recessed area in a wall, a bookshelf, a deep window sill, or an open storage bin which can be painted or lined with paper (or cloth) to provide a display setting.

EXHIBIT CASE: Any case which has been built to exhibit materials. This might be a free-standing trophy case (like a china cabinet) or a case built into or onto a prominent vertical surface, like a table with a glass display top.

FLAT SURFACE: A table, desk, top of a card catalog or bookcase, or boxes placed side by side. Natural or contrived, the flat surface should be wide enough to hold a display.

Line or cover the setting with spray paint, colored paper, wallpaper, mirrors, pictures, posters, or draped material. Use an edging (scalloped, fringed, or shirred) to set off a flat surface or to accentuate the frame effect.

Use the simple device of a table in front of a bulletin board, or a poster on a bookshelf. Try using newspaper headlines as a background. Or, set up a large cardboard box in the corner of the youth lounge. Drape materials from higher in the corner to the sides and over the box.

Arrangement and Focus. Gather together all the items that will go into the display. Decide on the emphasis of the display, and arrange all other items around that.

Varying levels can be achieved with hidden props, such as blocks, boxes, or other items tucked beneath a covering. Visible props can be a part of the display, such as a stack of books, a small bench, or a gift-wrapped package.

Odd numbers are more interesting than even ones. Display one or three or five books, unless a group is held together with bookends. Fewer items will hold attention far better than too many. See how many things you can remove from the display and still carry an effective message.

In general, book displays should have a harmony of color and materials. Hints for color combinations and objects related to the subject are gleaned from the book jackets themselves. Keep the display simple and uncrowded. Remember that books and reading, or media materials for teaching, are the message.

Be on the lookout for supplies and other items that can be used as creative extras. Save them to be used over and over again. Shop at the fabric counter for end pieces of interesting textures and colors. Store fabrics by rolling them on an empty gift-wrap cardboard tube, so they will be uncreased and ready for use. Collect artificial flowers, paper cutouts, handicraft, little dolls and other toys, a snake made of bamboo in Hong Kong, a little straw donkey from Mexico, or shoes from Japan. These and a statuette of praying hands, candles of pilgrim people, a paper fan-out bell, are all items that might be kept handy in a display storage cabinet or closet.

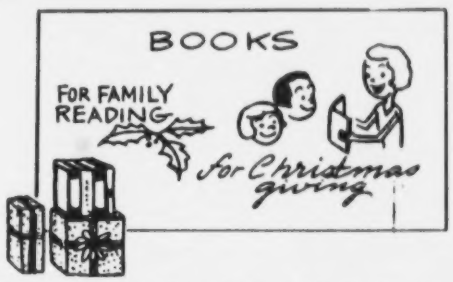
Ask people in the congregation to lend objects that they have at home. Members often have old pictures or other mementos of early congregational life. Ask to exhibit these along with books about the heritage of your faith. If Mr. Jones has traveled a lot and has souvenirs of South America, ask to borrow them during a study of that country.

You know Mrs. Brown is a collector of old Bibles. Ask to borrow these and others for displays about the Bible. Children who can lend a toy, like a steam shovel, undoubtedly will be very proud to be helping the library.

Large color posters of various countries can be obtained from travel agencies, usually free. Department stores and grocery stores have cast-off display items that could be useful.

Try to tie in the season in some way — a sprig of forsythia, a bird's nest, possibly a maypole in the spring; ferns, artificial grass, or pictures of outdoor fun in summer; colored autumn leaves, cornstalks, and pumpkins in the fall; and warm red colors, a miniature fireplace, or other indoor effects for winter.

A simple item of handicraft, such as a flower, will call attention to books on a table or shelf. Directions for making such items are found in many books and magazines, available at a news stand, bookstore, or craft shop.



Ideas can be found in periodicals, too. A fall promotional idea offered by David Tiller in the *Church Media Library Magazine* features a caption that reads:

> "Be (picture of a leaf) Me! A Bountiful Harvest Awaits You in the Media Library." Below the caption were more leaves and two bushel baskets on their sides with books tumbling out.[9]

Ideas are all around us. They pop up in store windows, in advertisements, and in the books and magazines we read. See RESOURCES at the end of this book.

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Demco, Inc., Box 7488, Madison, Wisconsin 53707-7488. (Library supplies, promotions and furniture; office supplies and furniture; AV supplies and equipment; microcomputer supplies; childcare supplies).

Gaylord Bros., Inc., Box 4901, Syracuse, NY 13221-4901. (Shelf markers and other library supplies).

Horn Book, Inc., 14 Beacon St., Boston, MA 02108-3704. (Posters and reviews of children's books).

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